



The 7 Hidden Secrets of Legendary Brands

Generated through W&W's reverse-engineering of 100+ legendary brands and 30 years' experience.

1. **Discover and “own” a genuine Emotional Truth™ rather than relying solely on factual product claims.** Find the emotional meaning behind what the brand offers—from **Northeastern University's** promise of fulfilling work, “Co-op: Education That Works,” to **Spaulding Rehab's** “The Power of Hope.”
2. **Connect the Emotional Truth™ to an Accepted Premise—a belief buyers already hold—to make the message ring true.** Lionel reinforces parents' belief that time together matters: “Kids Get Something Wonderful When They Get a **Lionel**. They Get Dad.”
3. **Create a tagline that triggers buyer interest.** As **David Ogilvy** observes, “*If It Doesn't Sell, It Isn't Creative.*” **Snickers** captures a familiar experience, “*You're Not YOU When You're Hungry.*”
4. **Make the buyer the hero.** For example, “*The Few. The Proud. The Marines.*”

5. **Find an Unresolved Problem. Then Anchor a Solution with Emotion.** For **Mojo Microlearning**, the problem was declining attention spans in education. Its brief, 15-minute mobile lessons increased attention levels over 40%—and inspired, **“Small Bytes Increase Appetite for Learning.”**
6. **Evolve. Emotional Truths™ average a shelf life of years, not months.** They’re oftentimes most effective just about when the client gets bored.
7. **Don’t make Michelin’s recent mistake and throw out the baby with the bathwater.** They replaced, “Because so much is riding on your tires” with “Motion for Life. They discarded more than a tagline. They abandoned the **Emotional Truth™** behind it: protecting the people you love.