

PRAISE FOR *ADDING PRESTIGE TO YOUR PORTFOLIO*

Drew Boyd gives product innovators a new, powerful method to strengthen the creation of customer value propositions. Success is built upon a strong, unique value proposition, and Drew has pushed us to stretch our thinking while developing new products and services.

Mark Atkins, Board Vice Chair of the Product Development and Management Association and Founder and President of Smart Hammer Innovation

We've always known that creativity templates have many applications. But the next step is to tailor it to specific fields. Creativity is a general topic that can be used in many fields, but a specific connection between creativity and the selected field has to be investigated, defined, and tested. Drew Boyd's latest book, *Adding Prestige to Your Portfolio*, is the first successful attempt. It takes this idea further by mashing up creativity templates with luxury templates. I have no doubt this will pave the way for other "mergers" and open up completely new avenues. But most importantly, anyone who wants to innovate inside the luxury or prestige goal can find useful techniques and many examples of how it can be done.

Jacob Goldenberg, PhD, Professor of Marketing at Arison School of Business at IDC Herzliya and Visiting Professor at Columbia Business School

Every marketing leader now has a comprehensive playbook to attract and retain elite customers. *Adding Prestige to Your Portfolio* describes in detail a completely new process—the Creative Luxury Process—that companies can use to make themselves more competitive. Let Drew Boyd be your creative concierge for luxury market success!

Lisa Nirell, Founder of EnergizeGrowth® LLC, author, and Marshall Goldsmith 100 Coaches member

Drew Boyd outdid us all with his incredibly insightful book *Inside the Box* and now he takes his always innovative perspective to a new focus: prestige and luxury. Having watched Drew work his creative magic in front of groups many times, it's not at all surprising that he brings a unique and insightful process to the concept of luxury. This book isn't about luxury as we typically think about it. Rather, it is about how to grow your company by transforming part of your portfolio in a new and innovative way. Design thinking meets inside the box—the result is an entirely new innovative process for growing your company. A must-read.

William Putsis, PhD, author of *The Carrot and the Stick: Leveraging Strategic Control for Growth*, Professor of Marketing at Kenan-Flagler Business School at the University of North Carolina at Chapel Hill, and CEO of Chestnut Hill Associates

Adding Prestige to Your Portfolio

*How to Use the Creative Luxury Process to
Develop Products Everyone Wants*

Drew Boyd



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To Wilma

*A lifelong advocate for the advancement of women,
way ahead of her time,
inspiring thousands to reach their dreams,
herself a woman full of style, charm, and dignity,
a sparkling jewel in all respects*

CONTENTS

List of Figures and Tables x

About the Author xi

Preface xii

1 The Luxury Opportunity: Upscale and Grow 1

Develop New Core Competencies 5

Enhance Recruiting and Retention 7

Energize Your Product and Service Development 8

Strengthen Your Supply Chain and Distribution 11

Expand Markets and Grow Sales 12

A More Competitive Stance 15

What Exactly Is Luxury? 15

The Traditional Luxury Sector 18

Who This Book Is For and What You'll Get Out of It 20

The Creative Luxury Process 21

References 22

2 Switching on Luxury: The Tools of Creative Luxury 25

Luxury Driver Theory: The Switches 26

Systematic Inventive Thinking: A Creativity Process for
Breakthrough Results 30

Customer Journey Mapping: The Moments of Truth 36

Feature Benefit Laddering: Why People Actually Buy Things 40

What's Ahead 43

Chapter Summary 46

References 46

3 Transforming a Product or Service to Luxury 49

Selecting a Product to Transform 50

Feature Benefit Laddering 52

The Multiplication Technique	62
The Attribute Dependency Technique	69
Chapter Summary	80
References	82

4 Transforming the Shopping and Buying Experience 83

The Mind of the Consumer	85
Being a Consumer Is Hard Work	87
Reference Groups	89
Transforming the Shopping Experience	91
Transforming the Purchase Experience	100
The Scarcity Switch	101
One Last Switch: Creating Luxury Choices	107
Chapter Summary	111
References	112

5 Transforming the Usage Experience 113

Consuming Luxury Is Hard Work	114
Luxurizing the Surgical Training Experience	117
Take a Virtual Tour	120
Your Luxury Switches Scorecard	128
Applying Creative Methods to the Usage Experience	130
Chapter Summary	134
Reference	136

6 Transforming the Post-Purchase Experience 137

The Post-Purchase Phase	138
Distinct Brand	141
Building a Distinct Brand	142
The Branding Process	144
Brand Values and Drivers	145
Brand Architecture	146
Brand Personality and Identity	147
Launching a New Brand	149
The Luminary Fan	151

Brand Alliances	156
Creating a Brand Legend	158
Chapter Summary	161
References	161

7 Driving Prestige into Your Culture 163

What Culture Is and Why It Matters	164
Link to Strategy	166
Diagnosing Where You Are Today	167
Benchmarking and Strategic Alliances	168
Creating a Prestige Competency Model	169
Training the “Prestige Way”	171
Driving Prestige Through Process	172
Running a Prestige Pilot Program	174
Involving Customers	175
Evaluating Ideas	177
Keeping the Momentum	180
Addressing Organizational Challenges with Prestige	181
Sources of Resistance	183
Persuading People to Accept Your Ideas	186
Chapter Summary	188
References	188

Conclusion 189

Index 193

LIST OF FIGURES AND TABLES

FIGURES

- 2.1 Function Follows Form 34
- 2.2 Customer Journey Map 39
- 2.3 Means-End Chain 42
- 3.1 Personal Watercraft 53
- 3.2 Feature Benefit Value Wall Map Layout 56
- 3.3 Examples of the Multiplication Pattern 63
- 3.4 Examples of the Attribute Dependency Technique 70

TABLES

- 3.1 Features and Benefits of a PWC 57
- 3.2 Features, Benefits, and Values of a PWC 59
- 3.3 Final Feature Benefit Value Table for a PWC 60
- 3.4 Multiplication Technique Matrix 66
- 3.5 Feature Benefit Ladder for a PWC Fuel Tank 68
- 3.6 Example of an Attribute Dependency Matrix 72
- 3.7 Attribute Dependency Matrix for a PWC 76
- 3.8 Attribute Dependency Matrix for a PWC with Higher-Order Values 78
- 3.9 The Creative Luxury Process 81
- 4.1 Task Unification Matrix with Store Components vs. 10 Rules 98
- 4.2 Adding Luxury Accessories to the Feature Benefit Value Ladder 109
- 5.1 Your Luxury Switches Scorecard 128
- 5.2 Luxury Switches Scorecard with Suggested Solutions 135
- 6.1 Final Feature Benefit Value Table for a PWC 154
- 7.1 Prestige Performance Metrics 167
- 7.2 The Creative Luxury Process 173

ABOUT THE AUTHOR

Drew Boyd is a global leader in creativity and innovation, an international public speaker, an award-winning author, an innovation podcaster and blogger, and a university professor.

Together with Jacob Goldenberg, Drew wrote *Inside the Box: A Proven System of Creativity for Breakthrough Results* (2014), published in 17 languages. He is author of *So You Want to Be a Professor: How to Land Your Dream Job in Academia* (2019). He is also an author for LinkedIn Learning, where he has produced over 22 different courses since 2013 on creativity, marketing, branding, decision making, and sales management. His work has been featured in business publications such as *The Wall Street Journal*, Bloomberg, *Industry Week*, *Psychology Today*, and Strategy+Business.

Drew is an associate professor of marketing and innovation at the University of Cincinnati. He spent 17 years at Johnson & Johnson in marketing, mergers and acquisitions, and international development, where he also earned his first of seven patents for medical devices.

Drew is an accomplished acoustic guitar maker (a luthier) and creator of The Guitar Innovation Experience™, a unique blend of training and invention. During one-on-one sessions, his clients learn systematic creativity and use it to invent something new for a guitar. Drew then builds a custom handmade guitar with their invention inside, names that invention after them, and grants them the intellectual property rights to it.

Drew is a graduate of the US Air Force Academy. He served in the military as a nuclear missile launch officer and war planning officer. He earned his MBA at the University of Chicago.

PREFACE

Patterns fascinate me. It's not because they surround us—both in nature and in human behavior. It's not because they're interesting to look at. Nor is it because they help us be more efficient in our everyday lives.

The real reason is this: One would think that restricting ourselves to follow rigid patterns of thought or action would limit our creative potential, but in fact the opposite is true. Patterns boost our creative output; they make us more, not less, original. How can that be?

Consider snowflakes. All snowflakes in nature form in the exact same structure: a sixfold, hexagonal symmetrical shape. Yet no two snowflakes are exactly alike. The same pattern is used but with a completely original outcome.

Look at Picasso. Study his works of art, and what do you see? The same pattern is used but with a completely original outcome.

Look at artists, musicians, poets, scientists, and even the everyday innovators who, for thousands of years, have used patterns in their creations, usually without even realizing it. Those same patterns are used over and over but with completely original outcomes.

Do you see the ramifications? For me, the fact that patterns are used over and over again with different outcomes is astounding. I can be creative anytime I want to be just by restricting myself to patterns. I let the patterns do the work for me.

That's the key theme of this book—how to apply patterns in a systematic way to generate ideas you probably would not have thought of otherwise. Specifically, I show how to apply patterns to another domain well known for applying patterns: the world of luxury.

This book brings together patterns from two different worlds to form a set of tools you can use to make yourself more successful. I've combined the structure of creativity methods with the structure of luxury methods to give you a way to upgrade what you do—to add

prestige to virtually anything, be it your products and services, your processes, your business as a whole, or even your reputation.

Creativity is something I know a lot about and with which I have a lot of practical experience. The world of luxury? Well, I have no experience in it. I'm not a luxury industry insider. But for this book project, being an outsider had its advantages. I saw things with a fresh, naive perspective. So please take note. If you're expecting from me some deep insights, powerful knowledge, or secret formulas from the great luxury brands, you're reading the wrong book.

That said, I have managed to bring in the relevant knowledge and frameworks of those who are truly the world's experts in luxury—people such as Daniel Langer, Oliver Heil, Jean-Noël Kapferer, Vincent Bastien, Wided Batat, Linda Lisa Maria Turunen, and many others. Through writing this book, I've been pleasantly surprised to learn about the vast and brilliant community of academic researchers, professors, and practitioners who have made luxury such a vibrant and fascinating field. Luxury management is taught at prestigious universities around the globe. It is practiced, managerially, to state-of-the-art levels. There are consultants who specialize in luxury. In other words, collectively, we know an awful lot about luxury, which I guess shouldn't be that much of a surprise, given that the concept of luxury is as old as humankind.

I especially want to recognize the faculty at MIP Politecnico di Milano Graduate School of Business, including Professors Lucio Lamberti and Alessandro Brun. They're the ones who turned me on to luxury while I visited with a group of graduate students on a study-abroad program. I thank them for their wisdom (as well as their Italian hospitality—there's nothing quite like it).

Speaking of acknowledgments, let me also thank my friend and colleague Dr. Jacob Goldenberg, who coauthored with me *Inside the Box: A Proven System of Creativity for Breakthrough Results*. It's the first definitive book about the creativity method called Systematic Inventive Thinking (SIT). Jacob is the one who turned me on to templates of creativity. From there, I learned the SIT method and other tools from the many wonderful people at SIT, the innovation consultancy in Tel Aviv: Amnon Levav, Yoni Stern, Idit Biton, Nurit

Shalev, Tamar Chelouche, Erez Tsalik, Omri Linder, and Guzu Shalev, just to name a few.

For this book, I also draw on the field of consumer behavior. I want to thank another friend and colleague, Dr. Frank Kardes, who is a genius in consumer psychology and has taught me much of what I know in that area. Related to consumer behavior is the psychology of persuasion, which is also addressed in this book. I thank Dr. Robert Cialdini, who personally taught me the science behind influence and how to practice ethical persuasion. And finally, I thank Marta Dapena-Baron, who has partnered with me on many client strategy projects using some of the ideas in this book.

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Finally, I thank my dear wife, Wendy—a more beautiful and down-to-earth person you will not find.