Written by Ginny Grimsley Thursday, 26 July 2012 15:38

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By: Laura Ries, president of Ries & Ries

It sure looks like it. Most of the recent marketing successes are visual successes, not verbal ones. Here are 10 examples from my recent book, Visual Hammer ( www.visualhammer.com ).

1. The lime.

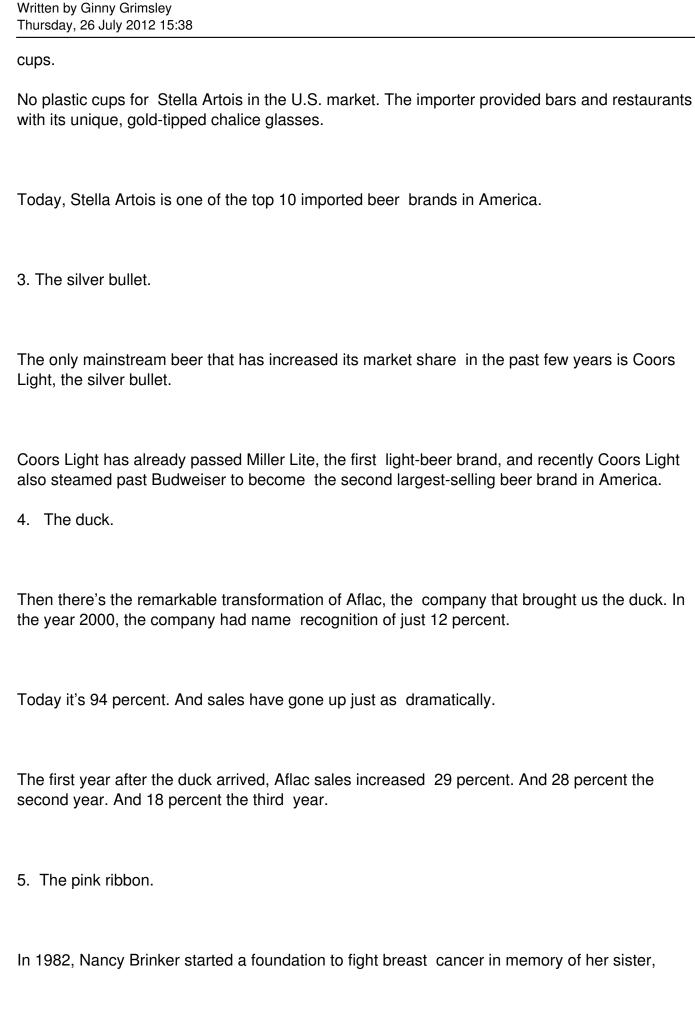
Until 2009, there had never been a Mexican brand on Interbrand's list of 100 most valuable global brands. There is now: Corona, the beer with the lime on top of the bottle.

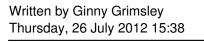
Today, Corona is the 86th most valuable global brand, worth \$3.9 billion. In the United States, Corona outsells Heineken, the No. 2 imported beer, by more than 50 percent.

2. The chalice.

A second imported beer is moving up the ladder in America and for exactly the same reason Corona was so successful. It's Stella Artois from Belgium.

Stella Artois is the Budweiser of Belgium, so ordinary fast-food restaurants sell it in plastic





Susan G. Komen, who had died from the disease. Since then, Susan G. Komen for the Cure has raised nearly \$2 billion.

Today, it's the world's-largest non-profit source of money to combat breast cancer. A recent Harris poll of non-profit charitable brands rated Komen for the Cure as the charity that consumers were "Most likely to donate to."

# 6. The red soles.

Look at the success of Christian Louboutin, a French designer who regularly tops The Luxury Institute's index of "most prestigious women's shoes."

In 1992, he applied red nail polish to the sole of a shoe because he felt the shoes lacked energy.

"This was such a success," he reported, "that it became a permanent fixture." And ultimately built the phenomenally successful Louboutin brand.

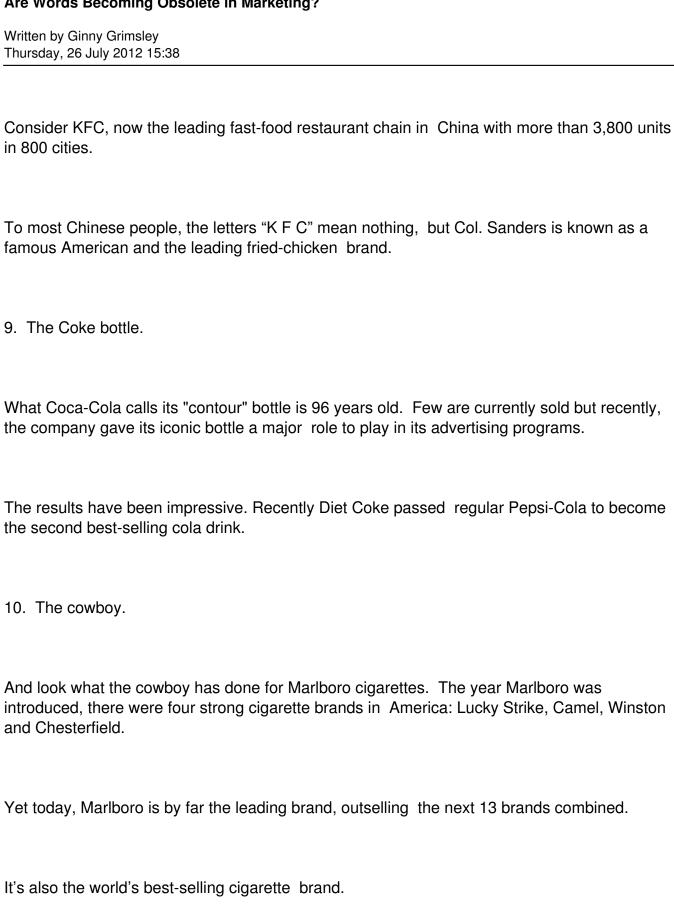
# 7. The green jacket.

In the world of professional golf, there are four major championships: (1) The U.S. Open, (2) The British Open, (3) The PGA Championship and (4) The Masters. The first three are hosted by major golf organizations, but the Masters is hosted by a private club, the Augusta National Golf Club.

Every, year the Masters gets more attention than any of the other three events.

### 8. The colonel.

About Laura Ries



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Laura Ries is president of Ries & Ries ( <a href="www.ries.com">www.ries.com</a>), a marketing consulting firm in Atlanta. Laura and her partner/father, Positioning pioneer Al Ries – have co-written six books on branding that challenge conventional wisdom. Al's revolutionary book "Positioning: The battle for your mind" taught us words are important in marketing and now Laura's book "Visual Hammer" (

www.VisualHammer.com
) tells us why visuals are more powerful.