

# Creative Intelligence

by **Bryan Carter**



## Apples and Oranges.

The strategy of different and the same.



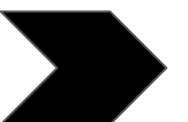
**THINK**  
CREATIVE INTELLIGENCE

**PEOPLE OFTEN  
THINK THEY  
CAN COMPARE  
ITEMS THAT  
ARE  
RADICALLY  
DIFFERENT**

But it is not so easy.



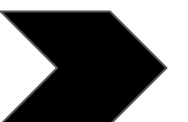
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# YOU CAN'T PROPERLY COMPARE AN APPLE AND AN ORANGE

You can never determine which is better.

Because an **apple** and an **orange** are too different and the argument over which is better will never end.



**When you eliminate  
variables,  
comparisons are  
much easier.**

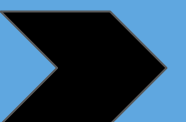


# THE STORY OF THE HONDA DEALER WITH NEW COMPETITION.

There's a new Honda dealership  
(NEW COMPETITION)  
in town and they are "eating our lunch!"



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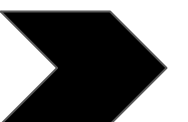


# THE NEW COMPETITION WAS GIVING LIFETIME WARRANTIES.

This established  
Honda dealership  
had always provided  
a limited warranty.

They were losing  
sales to the new  
competition who  
was providing a  
lifetime warranty.

**Lots of sales.**



# WHAT'S BETTER FOR THE CUSTOMER?

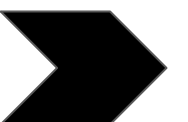
The dealer frustratingly explained that their limited warranty covered much, much more than the empty lifetime warranty given by the new competition.



# WHAT DOES THE CUSTOMER CHOOSE?

After customers heard the long list of different mechanical issues covered by both warranties, in the end, most finished with,

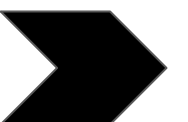
“I think I’ll just go with the *lifetime warranty*.”



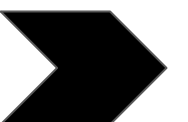


**When items  
are too  
different in  
too many  
ways, forced  
comparison  
can cause  
*cognitive  
dissonance.***

In the face of  
confusion, people  
tend to resort to a  
default familiar.



**CUSTOMERS COULD NOT  
PROPERLY COMPARE  
“APPLES” AND  
“ORANGES.” SO, THEY  
DEFAULTED TO LIFETIME  
WARRANTIES.**



**“WHAT CAN  
WE DO?”,  
ASKED THE  
DEALER.**

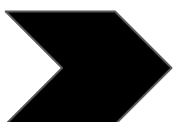
**“WE CAN’T  
KEEP LOSING  
SALES.”**

Easy solution. You need to compare apples to apples.

Give your customers the same, empty, lifetime warranty your competition offers plus the existing limited warranty that you already give that actually covers something and provides value.

It costs you about the same.

And, now you are comparing **apples** to **apples**, and your apples are BIGGER.

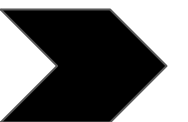


**YOU CAN  
EASILY  
COMPARE  
APPLES  
TO  
APPLES**

Everyone can  
agree on which  
apple is bigger.



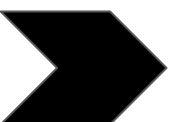
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**BE ABLE TO APPLY THE  
APPLES AND ORANGES  
CREATIVE STRATEGY  
BOTH DIRECTIONS.**



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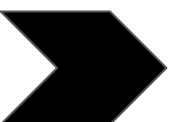


**Know when  
to change the  
equation to  
“Apples to  
Apples”**

To show your apples  
are bigger.



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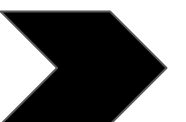


# Know when to change the equation to “Apples to Oranges”

When your  
competition has  
bigger apples and  
you need to break  
away and fight on a  
different front.



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**Psychology always  
works.**



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# Creative Intelligence

by **Bryan Carter**



## Apples and Oranges.

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**THINK**  
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