STRATEGY ESSENTIALS

Strategy

Strategy is a choice: where the organization competes, with what it wins, and what it leaves aside. Winning off the pitch means growing in community, brand and revenue whatever happens on the pitch.

Three kinds of competitors

The same sport · other sports · other ways people spend time and money. Profile each with the X-ray; look for what they offer, what they do better, and the space they leave.

Where differentiation comes from

Community · brand · narrative · rituals · experience. Price, size and followers can be copied or bought.

The logo test

Cover the logo of any action, campaign or product. Would people still know whose it is?

Put everything to work

List the unused assets from every chapter; combine them two by two. A competitor can copy one asset, never your combination.

Copy, steal, protect

Take from other sports, countries and industries. Adapt the principle; do not imitate the form. Protect the rest: trademarks, rights, contracts, speed.

Ambush marketing

A brand associating itself without paying. Defend with contracts (category, exclusivity), control of spaces, the community, speed. The law protects registered signs, rarely colours or the word "derby".