DIFFERENTIATION, PROCESS BY PROCESS

Marketing Strategy · Strategy · The Strategy Statement

One move per process, starting from the statement, in a way that is clearly your own. Apply the logo test to every move; replace the ones that fail. Mark one thing nobody can copy.

MOVES

PROCESS	THE MOVE	PASSES THE LOGO TEST?
Ecosystem		
Community		
Brand		
Calendar		
Match		
Communication		
Commercial		
Infrastructure		
People		

The one thing nobody can copy

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DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

Moves

Ecosystem — Restore the old depot as the club's heritage house with the railway company and the city — yes
Community — A welcome pack with the history of the railway quarter and an invitation to the walk — yes
Brand — The 1950s crest returns as the second crest — yes
Calendar — The foundation day becomes a week, opened by the oldest supporter — yes
Match — Every home match starts with the depot whistle; every season story features a young academy player — yes
Communication — "The depot remembers" and "First time" define the voice — yes
Commercial — Heritage collection, business club at the depot, story-based railway sponsorship — yes
Infrastructure — A digital archive open to everyone — yes
People — Every new hire spends day one at the depot with the oldest supporters — yes

The one thing nobody can copy

The walk from the depot: a hundred years of history, three generations, one road.

CHECK YOUR WORK

- [ ] A competitor could not say the same statement
- [ ] Every move passes the logo test
- [ ] At least two followed organizations are outside sport