**Draft letter**

Subject**:** 10 strategies from the new wave of challengers

Hello Social & Performance Experts,

Challenger Brands are boat rockers and rule breakers, never satisfied with the status quo. They fight the established thinking and behaviour of Brands or categories by standing in the shoes of the consumer. Most of all, Challenger Brands tend to focus on creativity above everything else. You can look through 10 different lenses of Challenger Brands to sharpen your sense of clarity what these Challenger Brands are all about.

Challenger Brands have a mission, a purpose, fighting the established Brands, which have long time ignored or misused the consumer.

The Leaders of Challenger Brands have a character of a Challenger. Having courage, commitment, be empathetic, speak their mind, have perseverance and a feeling for entrepreneurship with permanently the consumer in their mind in everything they do and undertake. They are constantly on a journey, experiencing the ups and downs of that journey. They are driven emotionally to land the challenges that they have gone up against. In fact, it is a kind of trying to create change that resonates strongly with disillusioned consumers.

A Challenger Brand positions itself as more real and human. They use a warm, human voice with a personal tone and man-in-the-street language. Their focus is to offer unparalleled customer service with attentive responsiveness. Utilizing humanized technology and media channels that allow for real-time interaction with customers. They invest in tech to deliver real-time and first-rate 24/7 customer interaction. Their secret ingredient: *Personality through technology.* Tech to aid the human experience.

Through research the author discovered 10 different types of Challenger Brands. Each having their own positioning, strategy, and the way they utilize the media to get their message out in the marketplace.

For example, the fist Challenger Brand described is called Missionary. A Missionary Brand, above all, uses a series of actions that invite people to belief in a purpose. They exist primarily to change something in the world, seeing it as broken or unfair. Something to strive for. Missionary Challengers are as clear about what they are *against*, as what they are *for*. Have an opinion and constantly refresh how to deliver their purpose creatively. The secret Ingredient of the Missionary is: *Powerful and emotive storytelling.*

Here are the nine other names of Challenger Brands: Real & Human, Next Generation, People Champion, Enlightened Zagger, Democratizer, Irreverent Maverick, Feisty Underdog, Dramatic Disruptor and Local Hero. Every Challenger Brand has a different characteristic, strategy, positioning, story, and media preferences.

All Challenger Brands focus on Effectiveness first. Efficiency comes at the implementation stage, not at the strategy stage. Effectiveness is about identifying what to do, permanently with the consumer in mind. Efficiency is about how to do it. It’s a big difference.

Creativity is the driving force behind all Challenger Brands. Creativity is more important than the relevance of the message. Communication is not seen as being persuasive. The goal is to make the brand likeable, meaningful, and memorable, delivered in an emotional way. Challengers want their voice, their story, their world view, and the impact they want to have, to flow into culture. They are making a deep sound that make things shake. They want to create space in a culture. Find ways and moments to ride it and bend it to their advantage.

When working for a Challenger Brand, we must know their thinking and their drive. We must know what story they want to tell, utilizing the preferred media channels. We learn from Challenger Brands how established Brands should behave and act to create impact with strategies and ideas.

Here is the link that will take you to the book on the Global Reading Club website.

<https://globalreadingclub.com/books/overthrow-ii>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book *Overthrow II.*