

Recommended by Chris Walts, Ogilvy Social.Lab, Amsterdam



Read & edited by Maaïke Kessels & Natacha Berleur, Amsterdam

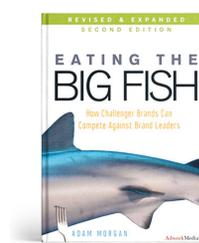
Overthrow II

10 different lenses to sharpen your own sense of clarity about your business strategy

Challenger Brands are boat rockers and rule breakers, never satisfied with the status quo. They want their voice, their story, their world view, and the impact they want to have, to flow into culture, making a deep sound that makes things shake. They fight the established thinking and behavior of Brands or categories by standing in the shoes of the consumer. Challenger Brands tend to focus on creativity above everything else.

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The Global Reading Club also recommends:



Eating the Big Fish

How Challenger Brands can compete against Brand Leaders

Challenger Brands make a habit of setting impossible goals for themselves, and setting mildly impossible solutions. With one goal: surprising and delighting the consumer. They challenge and progress the category. They make consumers unreasonable by changing their expectations and thus their behaviour. That's the way they eat the Big Fish.

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