

Market Strategy

The companys place in the market

- Red Ocean filled with competition for the same needs
- Blue Ocean without competition for undiscovered needs
- Purple Ocean separated from competition for unfulfilled needs
- Category pressure from exisiting competitors
- Industry pressure from alternatives
- Market pressure from a change in needs, demands or expectations
- Economic pressure from society, the economy or access to capital
- Trend pressure from technology and laws

Industry Boundaries

Innovation by breaking boundaries and traditions

- Create something the industry doesn't offer
- Eliminate something the industry takes for granted
- Raise something above the industry's standard
- Reduce something below the industry's standard
- The companys customers are locked in
- The company has recurring revenues
- The company recieves earning before incurring expences
- The companys business model is scalable
- The companys focus is on maximizing value or minimizing costs

Economy Type

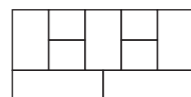
The companys position on the Price Laddery

- 1. The company guides a transformation
- 2. The company stages an experience
- 3. The company delivers a service
- 4. The company makes a good
- 5. The company extracts a commodity
- The price level is free
- The price level is low
- The price level is standard
- The price level is luxury

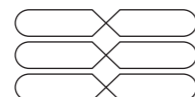
Inspired by "Business Model Environment" by Alexander Osterwalder & Strategyzer.com, "The Experience Economy" by Joseph Pine & James Gilmore and "Blue Ocean Strategy" by Renée Mauborgne & W. Chan Kim



Branding Canvas Story



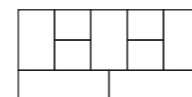
Branding Canvas Position



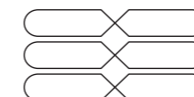
Branding Canvas Identity



Business Canvas Innovation



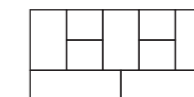
Business Canvas Value



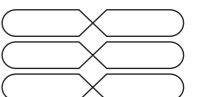
Business Canvas Needs



Marketing Canvas Persona



Marketing Canvas Channels



Marketing Canvas Campaign