***Weird Context***

**Decide if your brand's job is to be ‘dangerous' or ‘safe’ to know what tone you need to strike.**

Not all brands work the same way. Most thrive by standing out and emphasizing their difference from competitors. But some must do the opposite and blend in. Before developing a strategy, understand which applies to you — as it will shape all your future decisions.

1. Familiarize yourself with these two concepts:

*1.* ***Weirding the Normal*** *Brands who make a 'normal' product that everyone understands (e.g., socks, cereal, cars, legal services, etc.)*

**2. *Normalizing the Weird*** Brands who make a 'weird' product that most of your market don't really understand (e.g., new tech concepts, innovations, etc.)

2. Work out which box you fit in to discover which of the following strategies will work best for you:

Brands in the first category must differentiate their offering from similar ones and feel ‘exciting'. Brands in the second category must link their weird product to something consumers are familiar with, so they can be understood and feel ‘safe'.

*Tip: in both cases your goal is to create an offering that is familiar, but different.*

3. Use this understanding to decide if you should break away from category norms (try Category Cliches or Only Is Better Than Best), or lean into them (try The True Competitor).