***The Challenger Context***

**Test your offering against your competitors' to see if it's truly unique.**

Strive to be unique; avoid copying your competitors. This is tough! The big dogs in your category set the blueprint for what 'success' looks like; as challengers, we want a piece of that and are subconsciously drawn to copy them. Make sure you don't fall into that trap.

1. Create a grid. Down the side, list your direct competitors (those in your natural category, not The True Competitors from other categories).

2. Along the top write out the following elements of your strategy (see energy drink examples):

* your unique value offering (e.g., extreme energy!)
* the consumer need you serve (e.g., work hard, play hard')
* the audience you serve (e.g., busy young men)
* whether you are premium, mid-market, or low cost

3. For each competitor, put a tick or cross in the relevant boxes to show if they fulfill the same criteria. Be brutally honest.

*Tip: pretend the competitor is in the room with you. Would they claim to match this characteristic?*

4. Count up the ticks for each competitor. Most will share at least one part of your offering. If none share all parts, success!

If any do 'tick all the boxes', ask yourself: “Are they a leader, or a challenger?". If they're a leader, steer clear. But if they're a challenger too, beat them at the game with The Creative Canvas or One Stupid Thing.