Competitors: Changing perspective

Sam l’Anson, Northern Trains
Alternative competitors
Look outside of industry
Why consider them?

- Differentiate your brand
- Acquire new customers
- Change behaviours & perspectives
- Gain market share

What else are your customers spending on?
Reframing competitive advantage

- Use data and insight to understand your customer
  - What are their wants/needs
  - What else are they interested in?
  - Where else do they spend their money?

- Evaluate the overlap between your brand and alternative competitors

- Assess trends and strategies across other industries

- Adapt your messaging to:
  - Meet the new wants/needs
  - Differentiate against competitors
  - Change customer expectations
Bring comparisons to life
Bring comparisons to life
Top tips

- Use data and insight
- Get creative
- Start small and amplify content
- Look to other industries
  - Not just as competitors, but for inspiration too!