

# Strategy Tips

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## ***The Indirect Approach***

### Misdirection

There are times when organizations should be very direct and purposeful and take on the competition head-to-head. The Verizon versus AT&T advertising campaigns a few years ago come to mind. It may create a “red ocean”

more powerful, that an indirect approach may be more appropriate. When Burger King launched in 1953, McDonald’s had already been in the market for 13 years. Its strength was its consistency – all

***If the competition is entrenched and controls much of the market place, competing head-to-head could create a “red ocean”. Instead, find an indirect approach to compete with industry leaders.***

but market share can be gained by conducting a SWOTT analysis on your organization and the competition and then designing a strategy to counter the “strengths” of the competition and earn market share.

There are other times, particularly when the competition is entrenched and

burgers tasted the same, regardless of location. BK decided instead of attacking that strength, it would utilize misdirection and consider that strength a weakness. Not everyone wanted the same taste so BK created, “have it your way at Burger King now”, allowing customers the choice to customize.

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