

Position to win

Mastering Category Creation and Thought
Leadership in Competitive Markets

Company Identity exercise



Who are we?

*What do we
do?*

*Why does it
matter?*

Simplified framework



1

Category: perspective through which your customers see you



2

Positioning of services / products



3

Thought leadership

Category Creation

Category creation

PROS

*Differentiation
from competitors*

Brand affinity

Pricing power

*Long-term
marketing
leadership*

CONS

*High risk /
high cost*

*Slow / no
marketing
adoption*

*Burden on you /
burden on the
consumer*

*Competitors can
copy*

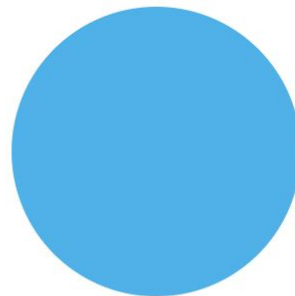
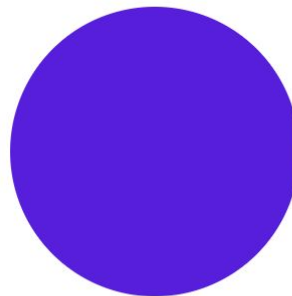
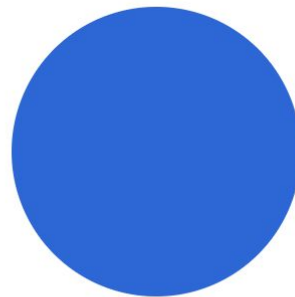
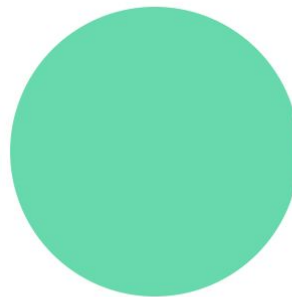


WELCOME TO THE QUALTRICS EXPERIENCE MANAGEMENT PLATFORM™

Four core experiences of business.
Four applications to get them right.

CUSTOMER | EMPLOYEE | BRAND | PRODUCT

Get Started



The background is a dark blue gradient with stylized white constellations and stars. The constellations are formed by dotted lines connecting small white dots, with some larger white dots representing stars. The overall aesthetic is clean and modern, typical of a corporate introduction slide.

Hi. We're Casper, the Sleep Company.



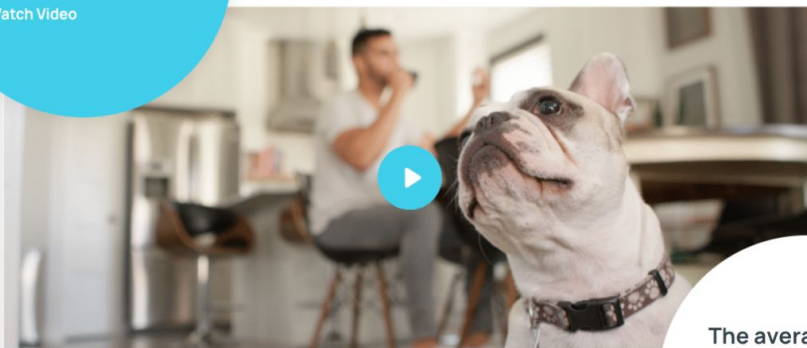
WEAVE

THE REMOTE BUSINESS TOOLBOX

Manage your business through unpredictability. No matter how much you modify the ways you interact with customers, deliver services, and secure revenue, Weave provides the flexibility for you to adapt and keep your business running.

[→ Schedule Demo](#)

See how it works for
your business

[+ Watch Video](#)

weave

The average office
using Weave says
they save 60-90
minutes per day

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Product Positioning

quip

maev

WILDGRAIN®

SiO
BEAUTY

Arrae

pura

GAINFUL

Dr. Squatch

Hero.

NATIVE

Chamberlain
Coffee

Curology

BLUELAND

Cometeer

oats
over
night

CRUNCH
LABS

CYMBIOTIKA®

hiya

KYLIESKIN
KYLIE JENNER



recharge

10
years

20,000
brands

100m
subscribers

\$30b
processed



Positioning

Who we are and what we do

Category

#1 Subscription Platform

Tagline

Smarter Subscription Experiences

Short elevator pitch

Recharge helps top brands drive more revenue through their subscription program.

Long elevator pitch

Recharge helps brands drive more revenue from their subscription strategy through meaningful insights, dynamic subscriber experiences, and a subscription core trusted by 20,000+ brands—we don't just help you sell products, we help you build lasting buyer routines.

“

What we do

vs.

”

What we do *for you*

What we do vs. What we do for you

[WOMEN](#)[MEN](#)[ACCESSORIES](#)[SHOES](#)[LIKE NEW](#)[FATHER'S DAY](#)[My Account](#)[What's New](#)[Bestsellers](#)[Align Shop](#)[Travel Clothes](#)[Matching Sets](#)[Athletic Shorts](#)[Tennis and Golf Clothes](#)[Summer Clothes](#)[Plus Size Clothes](#)[We Made Too Much](#)[WOMEN'S CLOTHES →](#)[Shorts](#)[Bodysuits](#)[Coats & Jackets](#)[Dresses](#)[Hoodies & Sweatshirts](#)[Joggers](#)[Jumpsuits & Rompers](#)[Leggings](#)[Long Sleeve Shirts](#)[Pants](#)[Polo Shirts](#)[Shirts](#)[Shoes](#)[Skirts](#)[Sports Bras](#)[T-Shirts](#)[Tank Tops](#)[Underwear](#)[ACCESSORIES →](#)[Backpacks](#)[Bags](#)[Belt Bags](#)[Crossbody Bags](#)[Hair Accessories](#)[Hats](#)[Socks](#)[Water Bottles](#)[Yoga Mats](#)

Shorts on. Limits off.

When non-stop comfort meets athletic performance, everything goes.

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The everything
app for work.

Product ▾

Solutions ▾

Resources ▾

Pricing

Enterprise

Contact Sales

Log in

Sign Up

⚡ Capabilities >

🗉 All features >

⚙️ Integrations >

Project Management

- 📌 Tasks
- 📁 Portfolios
- 📋 Board views
- 📅 Gantt charts

Resource Management

- 🕒 Time tracking
- 👤 Workload views
- 🚩 Goals
- 📊 Dashboards

Product Development

- 🔄 Sprints
- 🕒 Sprint Reports
- 📋 Kanban
- 🗺️ Roadmap & Backlog

Collaboration

- 📄 Docs
- 🖥️ Whiteboards
- 💬 Chat
- 📧 Inbox

Knowledge Management

- 📄 Docs
- 🔗 Wikis
- 🧠 Ask AI
- 🔍 Connected search

Workflows

- ⚙️ Automations
- 📄 Forms
- 📋 Custom fields
- 📋 Custom statuses

Powered by ClickUp Brain

- ✓ Generate standup
- ✓ Summarise tasks
- ✓ Spark ideas
- ✓ Generate plans
- ✓ Enhance writing
- ✓ Create reports

Learn More

💬 Contact Sales

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THE KLAVIYO PLATFORM

Platform overview >

Power smarter digital relationships in one data-first, unified platform

✉ Email

✉ SMS

📱 Mobile push

★ Reviews

📄 Web forms

💎 Klaviyo AI

☁ Customer data platform

Features >

All the tools you need to make every customer interaction more valuable

Segmentation

Flows

Campaigns

Portfolio

Reporting

Benchmarks

New features NEW

[View all](#)

KLAVIYO FOR

Enterprise

Power smarter digital relationships at scale

Agency and tech partners

Go further, faster. Join our ecosystem of experts

Developers

Build personalized experiences that scale

SPOTLIGHT

What's new in Klaviyo

FEATURE RELEASE

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I'm an AI chatbot here to help
you find your way.

TURN YOUR WEBSITE INTO YOUR REVENUE CHANNEL

Website conversion

Personalize your site for every visitor

Account-based marketing

Create 1:1 landing pages at scale

Scale paid acquisition

Match every landing page to your ads

 Explore customer playbooks

95% of your web visitors won't convert on your generic website. Mutiny makes it easy to target and convert more B2B buyers on your site with no code web personalization.

[See an example on your site](#)

[or book your team's demo](#) →

The Marketing Dashboard

THAT GOT ME A SEAT AT THE REVENUE TABLE


Webinar by  & 


[Get Dashboard](#)



carta

 TWILIO segment

 Brex

 Amplitude

Featured

Developers

Product Managers

IT professionals

Business Teams

Leadership Teams

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Jira

Flexible project management



Confluence

Knowledge, all in one place



Jira Service Management

High-velocity service delivery



Rovo

NEW

Unlock enterprise knowledge



Jira Product Discovery

NEW

Capture & prioritize ideas



Compass

NEW

Optimize software health



Guard

NEW

Enhanced cloud security



Loom

NEW

Quick, async video updates



IT



Your work v

Projects v

Filters v

Dashboards v

People v

Apps v

Create

Search or ask anything



Overviews

Website + Email



The Next Big Thing

Summary

Board

List

Calendar

Timeline

Approvals

Forms

Pages

Issues

Reports

Shortcuts v

Apps v

Project settings

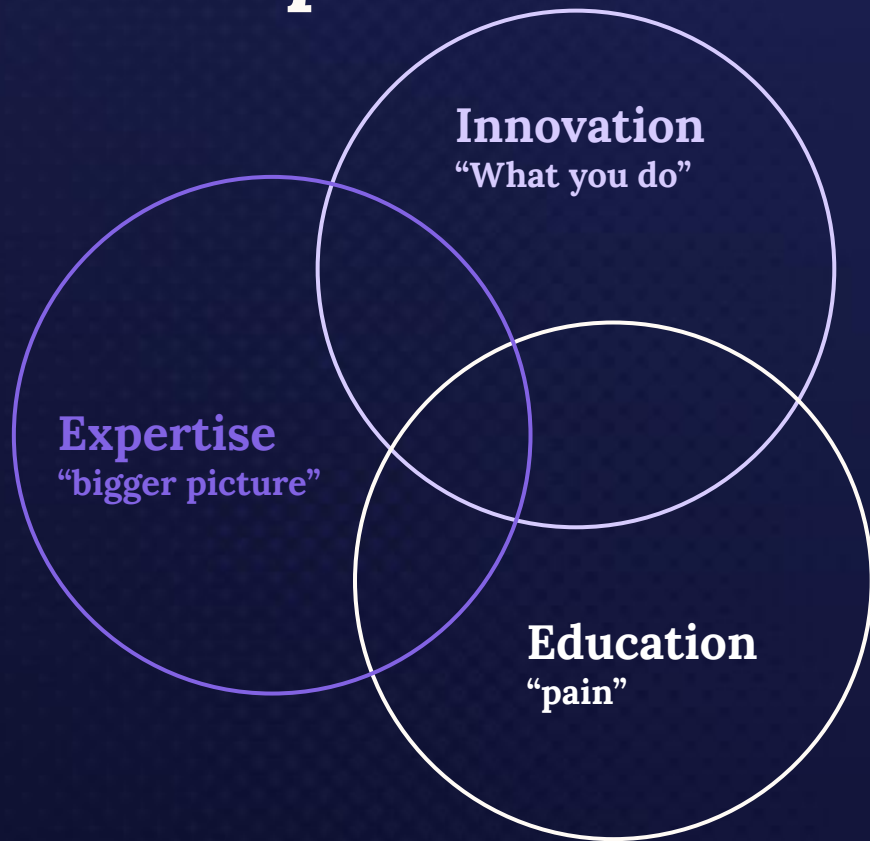
Thought Leadership

**“The best way to predict the
future is to predict it”**

Peter Drucker

What is Thought Leadership?

Making a world in which
yours is the only
solution that works



Smarter subscription experiences

Powering your growth and retention strategy

Drive more revenue from your subscription strategy with meaningful insights, dynamic subscriber experiences, and a subscription core trusted by over 20,000 brands. We don't just help you sell products, we help you build buyer routines that last.

[Get started](#)[Talk to Sales](#)



Juggling Jen

AGE: Elder Millennial

LOCATION: Salt Lake City

WORK: SVP, Marketing

FAMILY: Married, one child

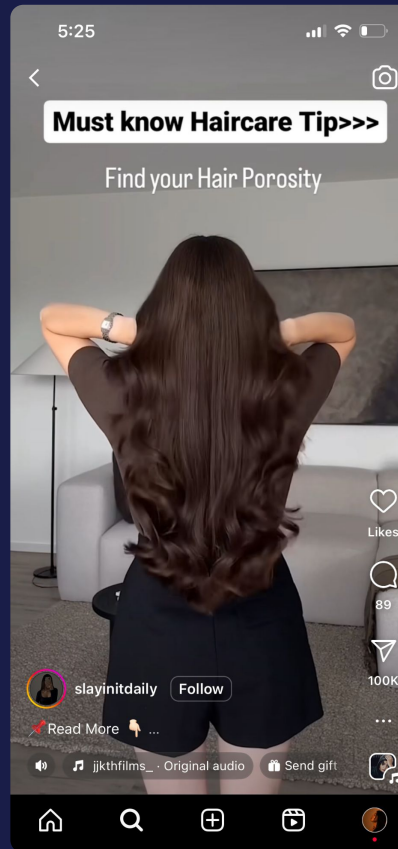
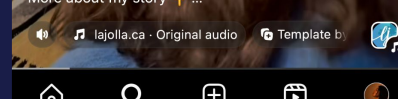
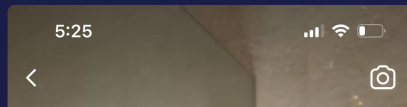
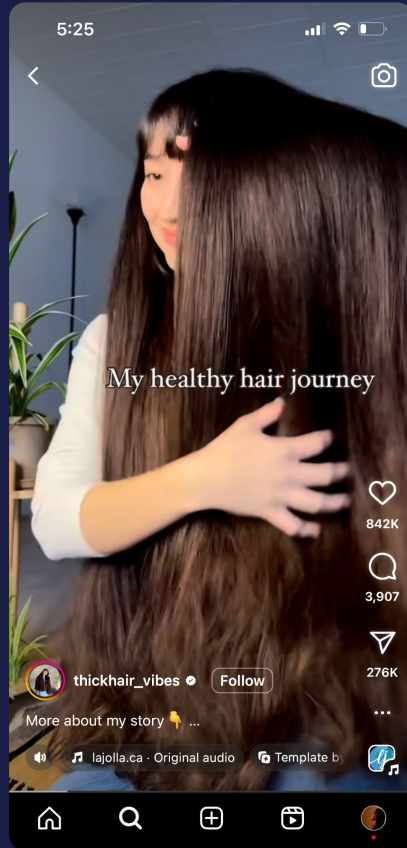
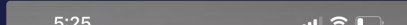
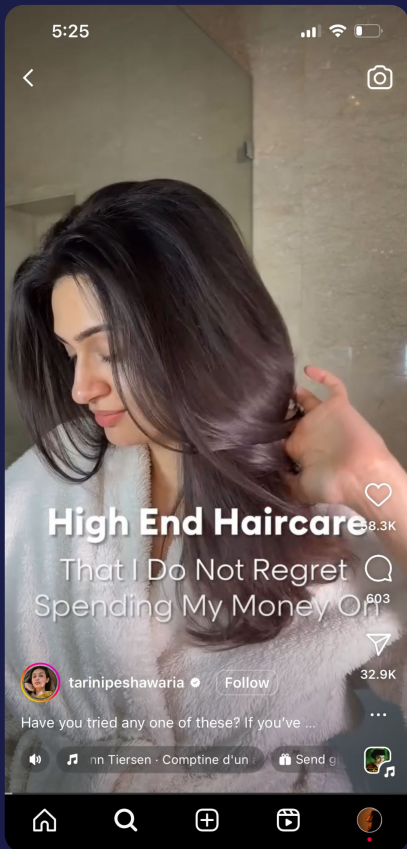
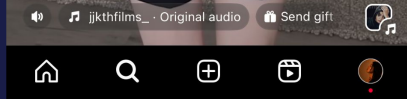
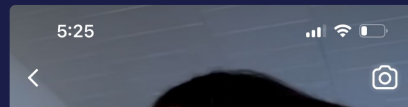
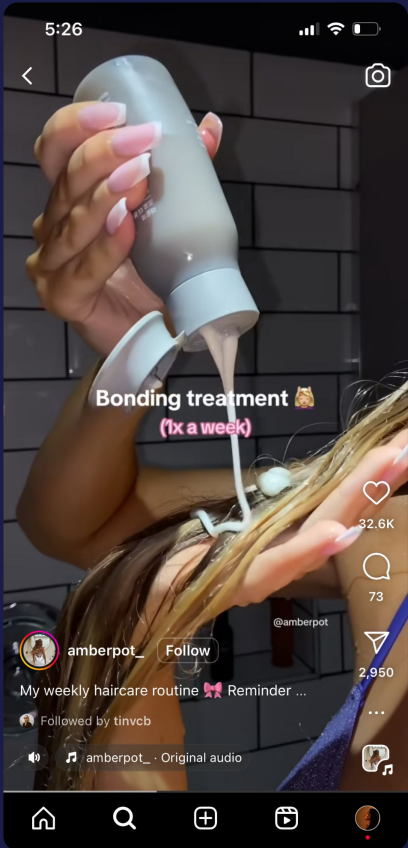
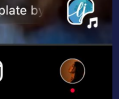
DAILY ROUTINE

- Skincare
- Morning routine
- Protein
- Hydration
- Time with family
- Cats

*"I wake up. I chauffeur my daughter around.
I try to eat 130g of protein. I go to sleep."*

Your brand promise of

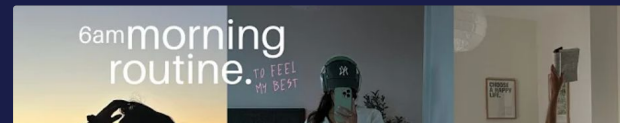
~~customer loyalty~~





BEST SUPPLEMENTS & PROTOCOLS

HUBERMAN LAB





A product that is
bought vs. kept

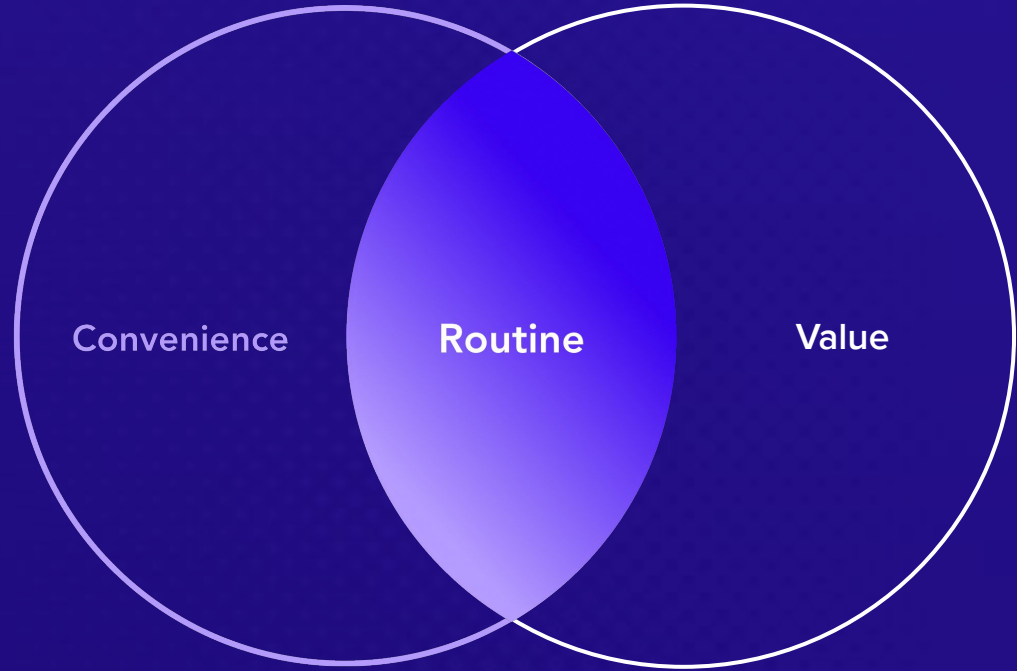


The routine economy

THE INTERSECTION OF CONVENIENCE AND VALUE

**The 40-year-old *Millennial*
and the 24-year-old *Gen Z-er*
are in charge**

Today's consumer
is choosing to
purchase *small
luxuries to elevate
their every day*



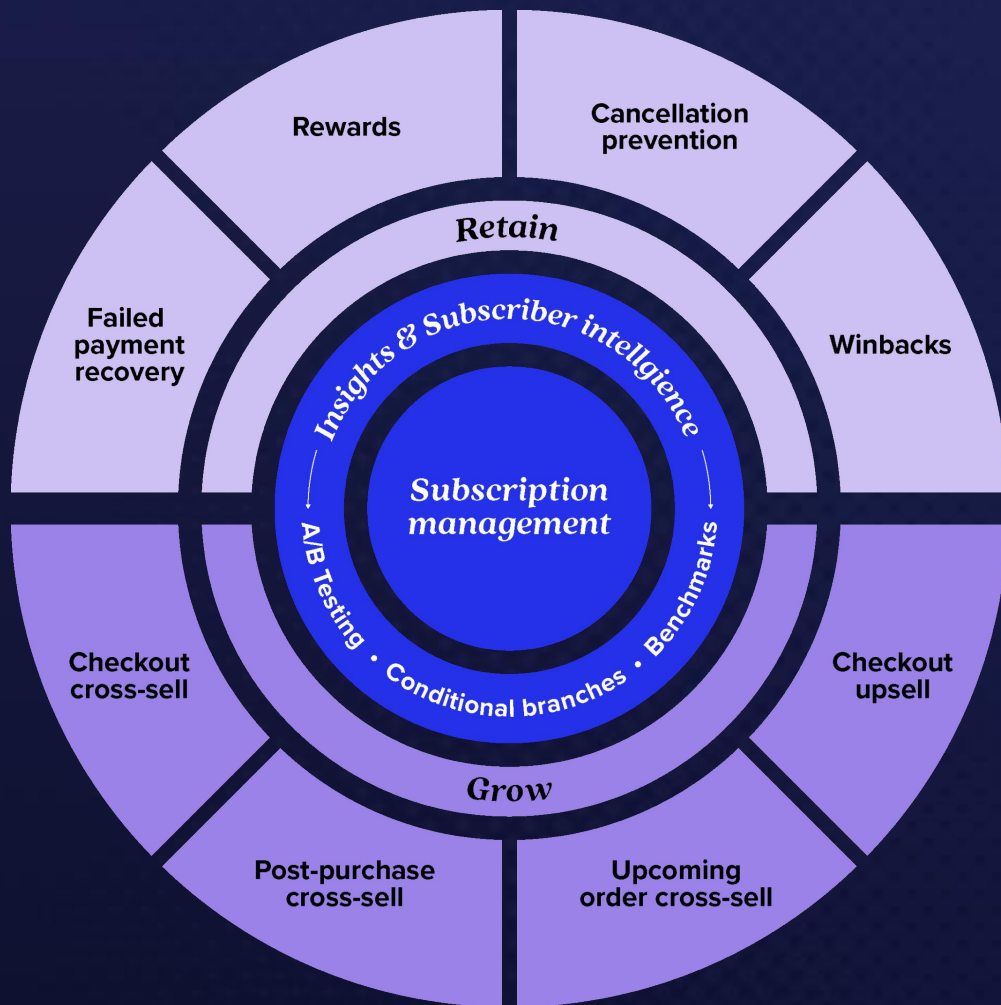
Today's buyer is splurging on
luxury goods to *soothe their
economic despair*

Today's buyer is splurging on
luxury goods because *“what
matters anyway, really?”*

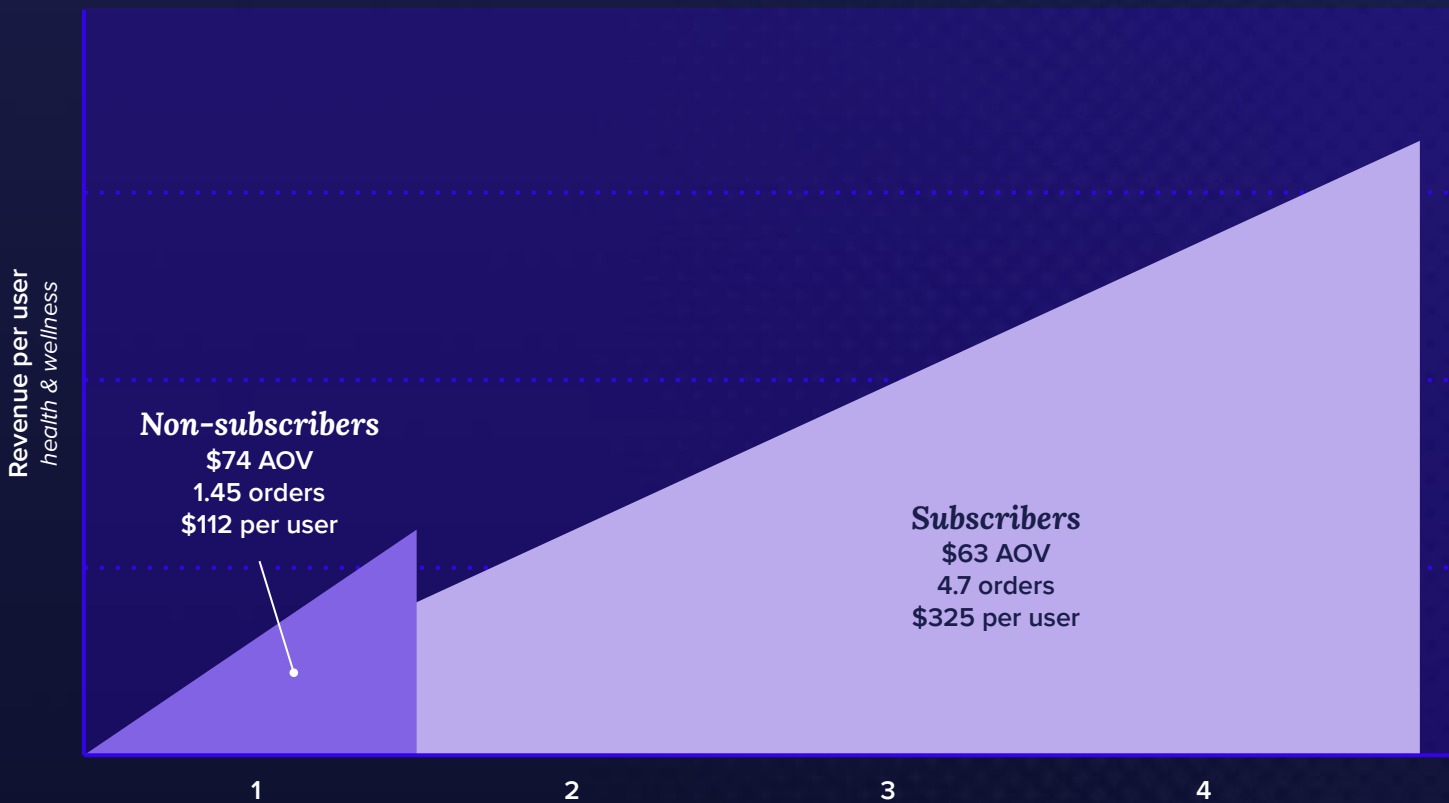


Dynamic

Smarter subscription
experiences



Subscribers' longevity make them more valuable



Subscriptions are good for your business

Sustainable vs. unsustainable revenue



Marketing extras

To be *embedded*
in the daily lives
of consumers...

...brands need to know
their customers and *tailor*
everything to them



wake up
IT'S



THE
TOMORROW



BRAND



CHALLENGE

THE WINNER OF THE TOMORROW BRAND
CHALLENGE IS AN INDUSTRY LEADER. THEY'RE
FAST. SMART. ERA-DEFINING.

*And they're going to take home the biggest prize
in ecommerce history.*

**TMRW
BRAND**

**TMRW
BRAND**

**TMRW
BRAND**