



Competitors: Changing perspective

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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

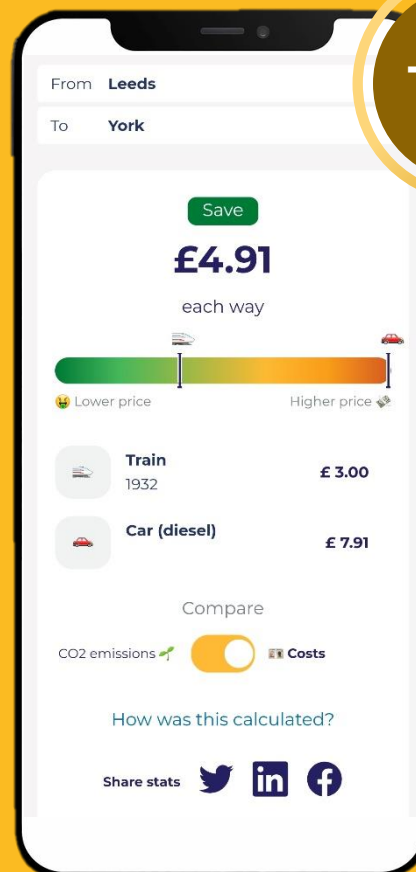


Bring comparisons to life

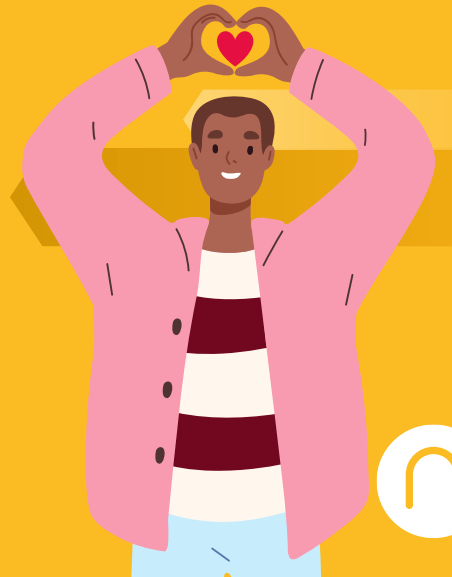
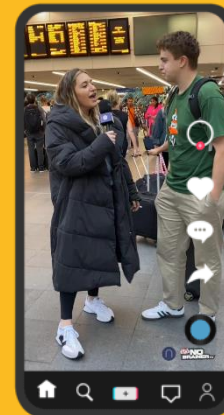
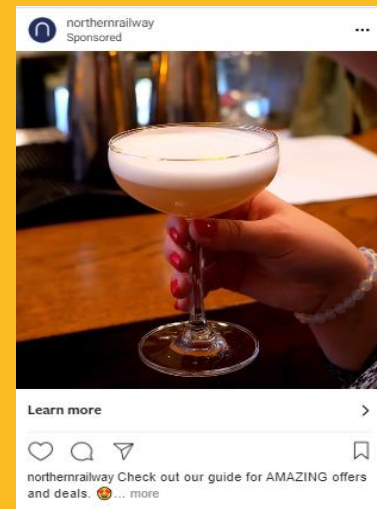
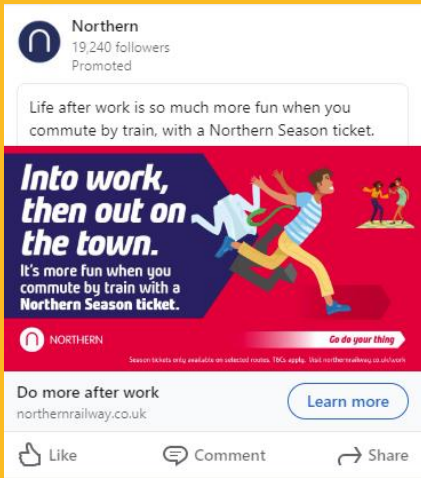
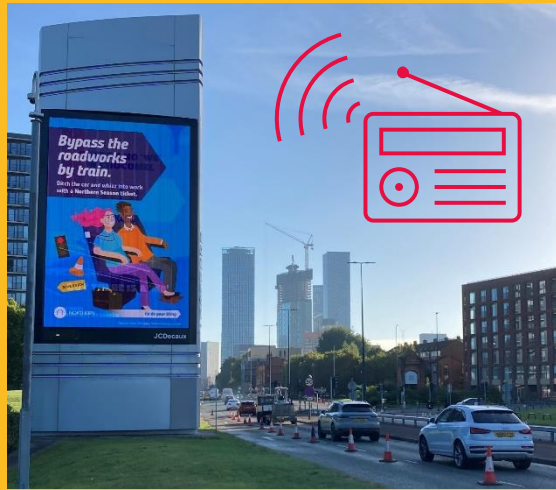
Content

Origin	Destination	Daily time saving (minutes)	Weekly time saving	Weekly cost saving (vs. petrol)
Ilkley	Leeds	59	4 hrs 26 mins	£8.46
Bolton	Manchester	71	4 hrs 44 mins	£6.39
York	Leeds	49	3 hrs 41 mins	£7.02
Rochdale	Manchester	59	4 hrs 26 mins	£2.61
Keighley	Leeds	96	4 hrs 12 mins	£13.64
Carlisle	Newcastle	12 mins slower	54 mins slower	£47.61
Leeds	York	55	4 hrs 13 mins	£7.97
Bolton	Manchester	71	5 hrs 33 mins	£6.39
Bingley	Leeds	89	6 hrs 68 mins	£11.88

Tools



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!

