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SPEECH TOPICS

The Principles of Challenger Thinking and Behaviour

Being a Challenger is not about a state of market; being number two or three or four doesn't in itself make you a Challenger. A Challenger, above all, is a state of mind, rather than a state of market. It is a brand, and a group of people behind that brand, whose business ambitions exceed its conventional marketing resources, and who needs to change the category decision making criteria in its favour to close the implications of that gap. If you want to introduce your audience to what it takes to act and think like a Challenger, then this is the speech for you. There are some core principles for us as Challengers to live and thrive by and this speech covers these Eight Challenger Credos in detail. While the principles remain the same, the examples and case studies we feature are constantly evolving. It includes ideas and frameworks that help the audience apply the principles themselves.

The 12 Challenger Narratives

It is too easy to assume that there is only one type of Challenger – the big guy against the little guy, David versus Goliath. That is too narrow a view. 10 years into our work we are clear that there are many different Challenger stories to tell and different brands tell them in different ways. This speech explores 12 different ways to tell the Challenger story, and begs the question – 'Which type are you?' With implications for how and where you tell your brand story and an expanded sense of the Challenger canvas, this speech helps us all to understand that Virgin isn't the only Challenger model to follow.

Creating a Culture of Innovation

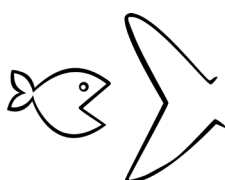
We believe Challengers offer a different perspective on Innovation. Less about linear process, more about a virtuous circle that nurtures a culture where ideas flourish. Less about 'innovation', more about opportunity. Less about looking inside your category for ideas and more about looking out at other categories. Within this overview, the presentation explores four key component areas in particular:

- i) Feeding curiosity – The source of breakthrough insights
- ii) Finding religion – The role of conviction, clarity and belief
- iii) Pushing the scope – The real canvas for innovation beyond product
- iv) Behaving differently – The key differences that changing one's personal behaviours makes in genuinely nurturing successful innovation

This speech brings this distinctive approach to Innovation to life.

Necessary Piracy

A speech that looks at what it takes to be a Challenger yourself. What personal qualities do we see in successful Challengers? What skills do they have that we can learn from? How do they build successful entrepreneurial teams? What leadership traits do they display? And how do these Necessary Pirates navigate successfully through the waters of the corporate world and multinational organisations.'





ADAM MORGAN

Adam's early career was spent in advertising in Europe and US, where he became increasingly interested in the subject of Challenger brands. In 1997 he established the Challenger Project, a research project into how Challenger brands succeed across a variety of different categories, different geographies and different disciplines.

This continually evolving study led to the publication of *Eating The Big Fish: How Challenger Brands Can Compete against Brand Leaders*, which has been translated into eight languages.

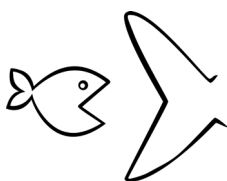
In 1998 Adam founded eatbigfish - a catalytic consultancy - aimed at helping other companies and brands to think and act like Challengers.

His second book, published in 2004, was entitled *The Pirate Inside: Building a Challenger Brand Culture within Yourself and your Organisation*, and explored the personal qualities and behaviour required of a Challenger individual within a large organisation.

Adam currently divides his time at eatbigfish between working closely with clients on Challenger workshops, speaking at conferences and researching a third book about how Challengers see Innovation and Opportunity.

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Experts in Challenger Thinking and Behaviour





CHAD DICK

After 15 years of managing and creating Challenger brands inside large global companies, Chad challenged the conventional corporate career path in 2007 and joined eatbigfish - the quintessential entrepreneurial and Challenger organization - as our East Coast partner based in the NYC area.

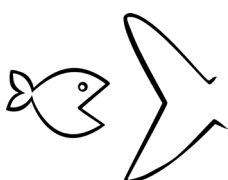
Although the newest partner, Chad is no stranger to eatbigfish or Challenger thinking and behaviour. During his 7 years at PepsiCo, Chad worked closely with eatbigfish on a number of projects, including brands like Mountain Dew, Quaker, Life cereal and several innovation projects. Ultimately through his practical 'client side' experience of working with eatbigfish, Chad became such a believer in the philosophy, principles and practices of Challengers, that he did the only natural thing and joined the company.

Chad brings to eatbigfish years of experience in the Food and Beverage Industry having worked for PepsiCo, Campbell's Soup Co., Nestle and General Mills. He is also an accomplished speaker on the subjects of Challengers and Practising Innovation, addressing business and marketing conferences around the world, as well as senior management meetings and company off-sites.

When he's not in one of our workshops, giving speeches or enjoying time with his wife and 4 children, Chad can be found "challenging his handicap" and searching for a little white dimpled ball lost somewhere in the deep rough or hazard at a nearby links course!

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Experts in Challenger Thinking and Behaviour





HUGH DERRICK

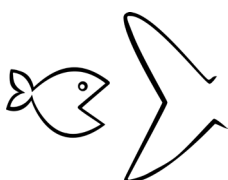
Hugh joined eatbigfish in January 2001 and along with Adam Morgan, our founder, Hugh leads our Challenger programmes from the London office.

Prior to joining eatbigfish, Hugh's career has been in marketing and advertising, and he has experience in the UK, Europe and the US where he lived for a number of years. Starting out as a Unilever trainee, Hugh then switched to advertising. In the UK he has worked at JWT, WCRS, AMVBBDO and Wieden & Kennedy. While in the US, he worked at Goodby Silverstein and Partners in San Francisco. He has worked on many iconic campaigns including the famous Guinness 'Surfer' commercial and the much loved (and parodied) got milk? Campaign.

His category experience is wide and includes the following sectors FMCG, Sports Marketing, Soft Drinks, Alcohol, Cars, Technology, Financial Services, Video Games, Retail, and Government related projects. Most recently Hugh has been focused on finding ways to make the IP that eatbigfish develops more readily available to a wider range of clients and interested parties. This has included the creation of the online programmes and DIY toolkits.

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Experts in Challenger Thinking and Behaviour





MARK BARDEN

Mark Barden hails from the U.K but has lived in the US since 1993. He has now gone native, having married one of the locals. He lives in Larkspur, Marin Co., just north of San Francisco with his wife Doris and daughters Cleo and Josie.

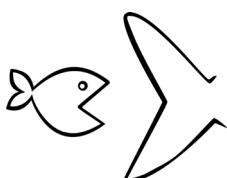
He has over twenty years experience in marketing and advertising, on both the client and agency sides of the business, helping to create and build some of the most famous brands in the world, including Guinness, Nike, Yahoo! and Saturn.

He has started his own ad agency, helped take a company public, won an award for the best direct-response TV commercial in America, and run focus groups in thirty-two of the fifty states of America.

Mark is a skilful facilitator - adept at helping teams work together to create genuinely breakthrough thinking. He is also a popular speaker and has given a wide variety of speeches on Challengers and other marketing and culture issues

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Contact us for further information:

LONDON

Teresa Murphy
teresa@eatbigfish.com
+44 (0)20 7234 9970

NEW YORK

Chad Dick
chad@eatbigfish.com
+1 (203) 227 6919

SAN FRANCISCO

Mark Barden
mark@eatbigfish.com
+1 (415) 312 0008

