

 **BLUE OCEAN**
SHIFT | STRATEGY | LEADERSHIP

Divergent Strategies
Resilience & Inclusion

www.blueocean.org
www.blue-ocean-awards.com
www.blueoceanstarter.com

direction@blue-ocean-awards.com

AXESSIO Palacio Madeleine
11 rue Tronchet – Paris 8 FRANCE

Blue Ocean Awards

Recognizing & rewarding companies that strive to create blue oceans



- 📍 France
- 📍 India
- 📍 South Africa
- 📍 Senegal
- 📍 USA
- 📍 UAE
- 📍 South Korea



- 8 years running
- 90% of winners are financed within 6 months
- Within 3 years winners valuations increased 10-40 times

WHO WE ARE

EUROPE



INDIA



BLUE
OCEAN
STARTER



SOUTH
AFRICA



SENEGAL



EMIRATES



MOROCCO



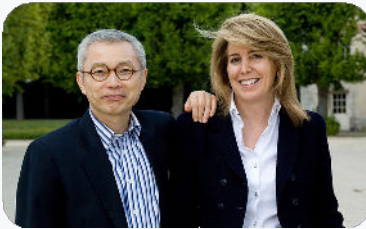
The Blue Ocean Strategy



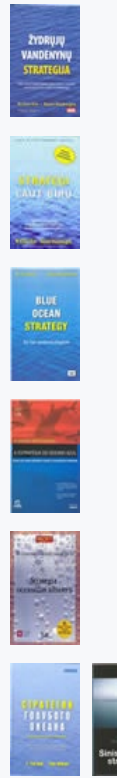
The Blue Ocean Strategy stems from the research work of Prof. W. Chan Kim and Prof. Renée Mauborgne on innovation through value.

In their international bestsellers Blue Ocean Strategy and Blue Ocean SHIFT, the two INSEAD professors deciphered how any company can break free from its competitors (the Red Ocean) to create a new market (the Blue Ocean) by proposing a divergent offering inspired by the experience of “non-customers” in its industry.

W. Chan Kim and Renée Mauborgne are professors of strategy at INSEAD and co-directors of the INSEAD Blue Ocean Strategy Institute in Fontainebleau



#1 in the international Thinkers50 ranking of management gurus (2019)



From the Authors of **BLUE OCEAN STRATEGY**,
"One of the bestselling business books of the century."
—FINANCIAL TIMES

BEYOND --- DISRUPTION

Innovate and Achieve Growth
without Displacing Industries,
Companies, or Jobs

W. Chan Kim | Renée Mauborgne

HARVARD BUSINESS REVIEW PRESS



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BLUE OCEAN

SHIFT



STRATEGY



LEADERSHIP



Programmes BLUE OCEAN FOR CORPORATIONS


PROGRAMMES INTERNES



 BLUE OCEAN
STRATEGY

PLAN STRATÉGIQUE



 BLUE OCEAN
LEADERSHIP

TRANSFORMATION



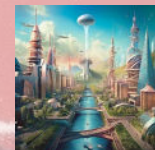
 BLUE OCEAN
SHIFT

GESTION INNOVATION

OPEN INNOVATION



VILLE DE DEMAIN



BLUE
OCEAN
AWARDS

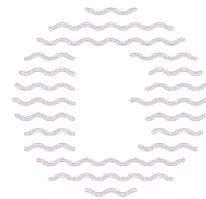
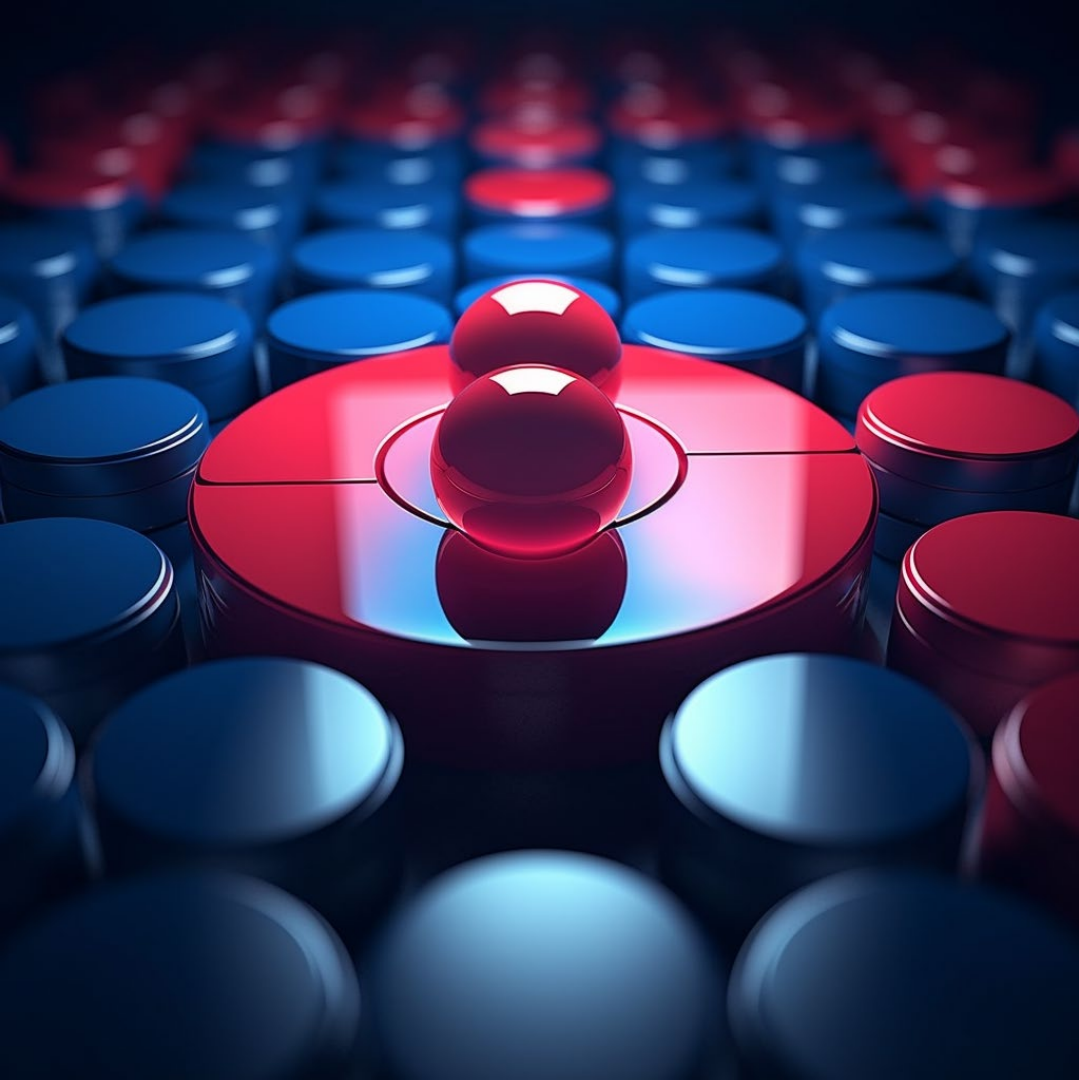
STARTUPS &
ÉCOSYSTÈME



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GESTION PROJET
COLLABORATIVE





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Divergent Strategies
Resilience & Inclusion

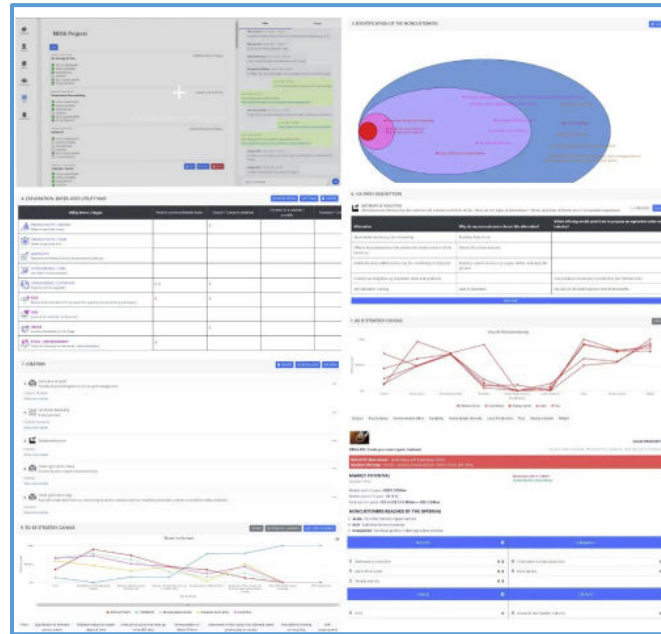
www.blueoceanstarter.com

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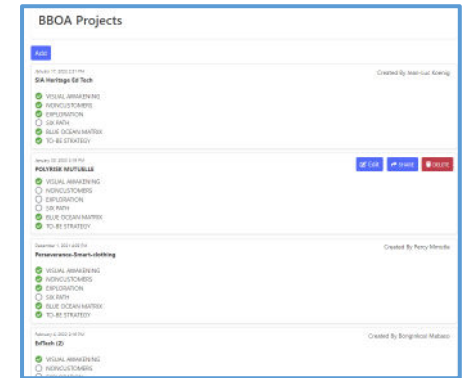


TOUS LES OUTILS BLUE OCEAN POUR DÉPLOYER SON PROJET OCÉAN BLEU EN ÉQUIPE

Seule plateforme collaborative de gestion projets Blue Ocean Strategy



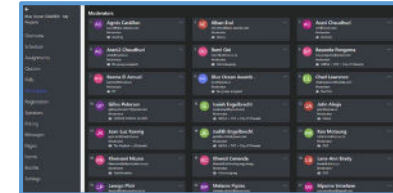
VUE & GESTION DE MES PROJETS

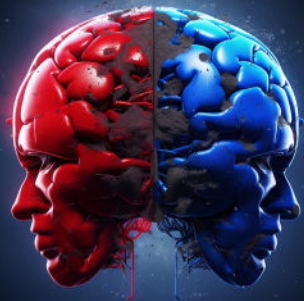


ESPACE PAR ENTREPRISE



GESTION DES PARTICIPANTS



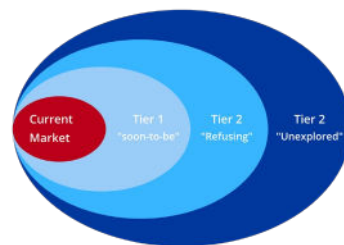


Capacités
Intelligence
Artificielle

Exemple B2B TV Advertising



Non-Clients de mon industrie



Customers: The customers of B2B TV advertising are businesses that use television as a platform to advertise their products or services. These customers are satisfied with their current advertising strategy and have found success in reaching their target audiences through television. They may have established partnerships with specific TV networks or agencies that help them manage their advertising efforts.

Examples: Coca-Cola, Nike, Apple

Tier 1 Noncustomers: This category includes unhappy customers who are still locked in because they may not have any other viable options for advertising. In the case of B2B TV advertising, Tier 1 noncustomers may be struggling to see a return on their investment but continue to advertise on TV because they don't have other effective means of reaching their target audience.

Examples: Small businesses with limited marketing budgets, local businesses advertising to a specific geographic area, businesses with a niche target audience.

Tier 2 Noncustomers: Tier 2 noncustomers have consciously chosen not to use a product or service that may benefit them. In the case of B2B TV advertising, these noncustomers may have opted for digital advertising methods instead, believing they can target a more specific audience or reach a larger number of people through social media or programmatic advertising.

Examples: B2B businesses targeting other businesses, tech startups with a younger target audience, businesses with tight advertising budgets.

Tier 3 Noncustomers: This category includes people or groups who are distant but offer potential insights or learnings for a business. In the case of B2B TV advertising, Tier 3 noncustomers could be businesses in a completely different industry or demographic that have found success in a nontraditional advertising method. Studying their advertising strategies could provide valuable insights for B2B TV advertisers. Another example could be businesses that cannot use TV advertising due to specific limitations.

Examples: Mobile app developers, luxury brands targeting high-income audiences, businesses with a global target audience.



Capacités Intelligence Artificielle

Exemple B2B TV Advertising

6 Pistes de mon industrie



Across Industries

In the context of B2B TV advertising, examples of industries that may utilize this path are banks and medical offices. Banks can advertise their services to medical offices to offer business loans or credit options to assist in their operations. Alternatively, a medical supplier can advertise to a bank their medical-grade equipment for them to finance medical offices. This path may not be applicable to businesses that have no related context; for example, a car manufacturer would be unable to relate their products' usefulness to a medical office.

Strategic Groups

The Strategic Groups path could be used to advertise various airline travel options, from private jets to commercial airlines. Each group has different price points, and each service has various amenities and benefits. As an example, an advertisement can market luxurious private jet services as a designated experience for executives and high-profile individuals, while the commercial airline option can be marketed to a more budget-friendly audience or extend the reach of more customers. Non-applicable examples would be businesses that do not see revenue growth from having different price points or amenities.

Buyer Groups

In B2B TV advertising for buyer groups, products can be marketed towards a particular demographic. An example could be seen in advertisements for schools' meal programs. Children may see the advertisement and ask their parents, but the true customer is the school district that makes the purchasing decision. Another example is software designer companies that advertise to developers who then influence their companies to choose their product. Industries might include companies that sell to parents but with messaging meant to influence children. This path may not be relevant to businesses that rely on only one primary point of contact for decision-making, such as B2B sales.

Complementary Products

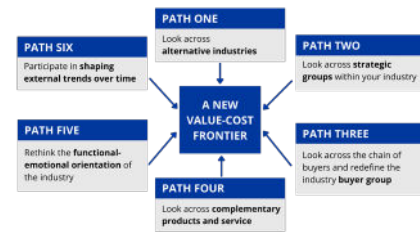
In B2B TV advertising, razor blade companies can advertise complementary products like shaving creams and aftershave lotion, knowing the customer who buys the razor blade will most probably use their additional products as well. Conversely, a restaurant supplies company might advertise to schools with their message positioned as a health alternative to in-school fast-food options. In industries where no complementary product is available, there might be no opportunity to leverage this path for advertising.

Functional/Emotional Orientation

Companies that sell high-end cosmetics could use this path by marketing their products as luxurious and high quality, even though the product itself is similar to other competitors in the market. Alternatively, tax-preparation companies can market gamification of taxes, which makes a mundane process more enjoyable. In businesses where the product is a simple commodity or a necessary item, there might not be any emotional orientation that the advertiser can feasibly tap into with advertising.

Localized Needs

In B2B TV advertising, a nationwide mortgage broker can market using localized needs to target specific regions of the country. They can advertise the unique home buying process and requirements to home seekers in different areas of the country. Another example of localized needs could be advertising construction equipment to contractors in areas experiencing rapid growth. This path is non-applicable to businesses that do not have significant regional preferences and needs, likely due to a uniform product that is distributed widely across regions.

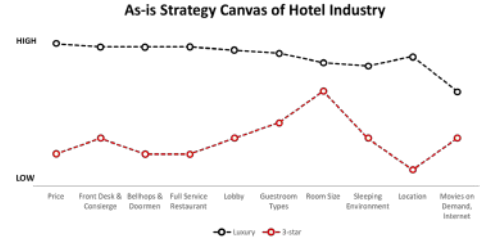
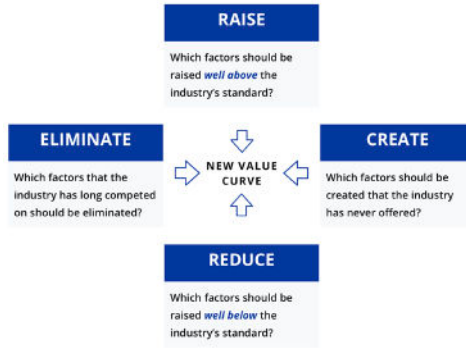




Capacités Intelligence Artificielle

Exemple B2B TV Advertising

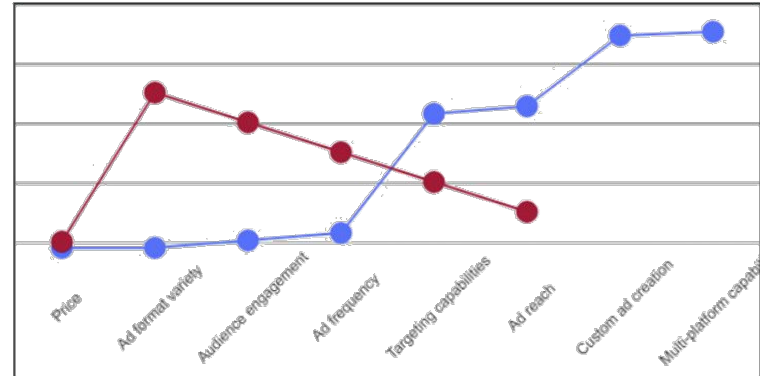
4 Actions 3 Canevas stratégique



Eliminate-Reduce-Raise-Create (ERRC) Grid:

<p>ELIMINATE</p> <p>Ad format variety Audience engagement Ad frequency</p>	<p>RAISE</p> <p>Targeting capabilities Ad reach</p>
<p>REDUCE</p>	<p>CREATE</p> <p>Custom ad creation Multi-platform capability</p>

TO-BE Canvas:



Capacités Intelligence Artificielle



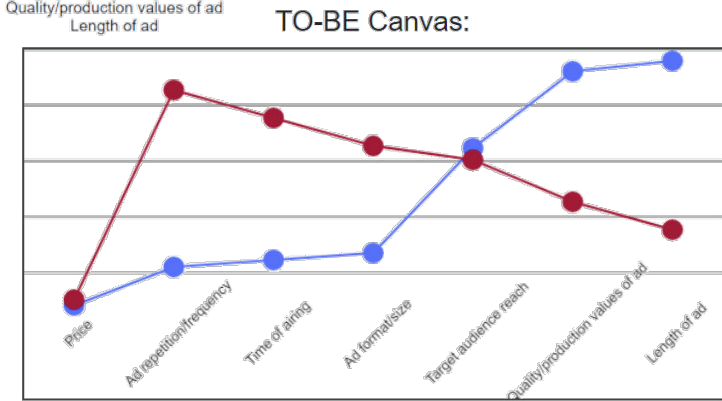
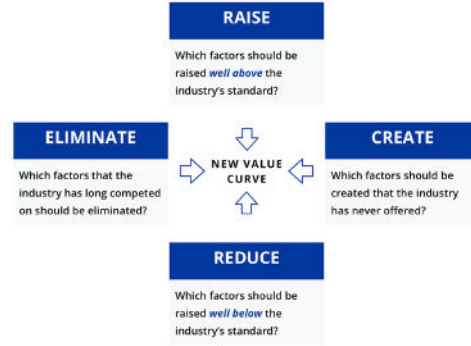
Exemple B2B TV Advertising

4 Actions Canevas stratégique



Eliminate-Reduce-Raise-Create (ERRC) Grid:

<p>ELIMINATE</p> <p>Ad repetition/frequency Time of airing Ad format/size</p>	<p>RAISE</p> <p>Target audience reach</p>
<p>REDUCE</p>	<p>CREATE</p> <p>Quality/production values of ad Length of ad</p>





Accès "Modérateur" à Blue Ocean STARTER

pour mes clients, dans mon espace projets au nom de ma structure, nombre illimité de projets

Formation (2h) à la plateforme

du/des modérateur(s)

Hotline Expert Blue Ocean dédiée modérateurs

via WhatsApp, réactivité 8h

Support technique

réactivité 12h

Tarif mensuel

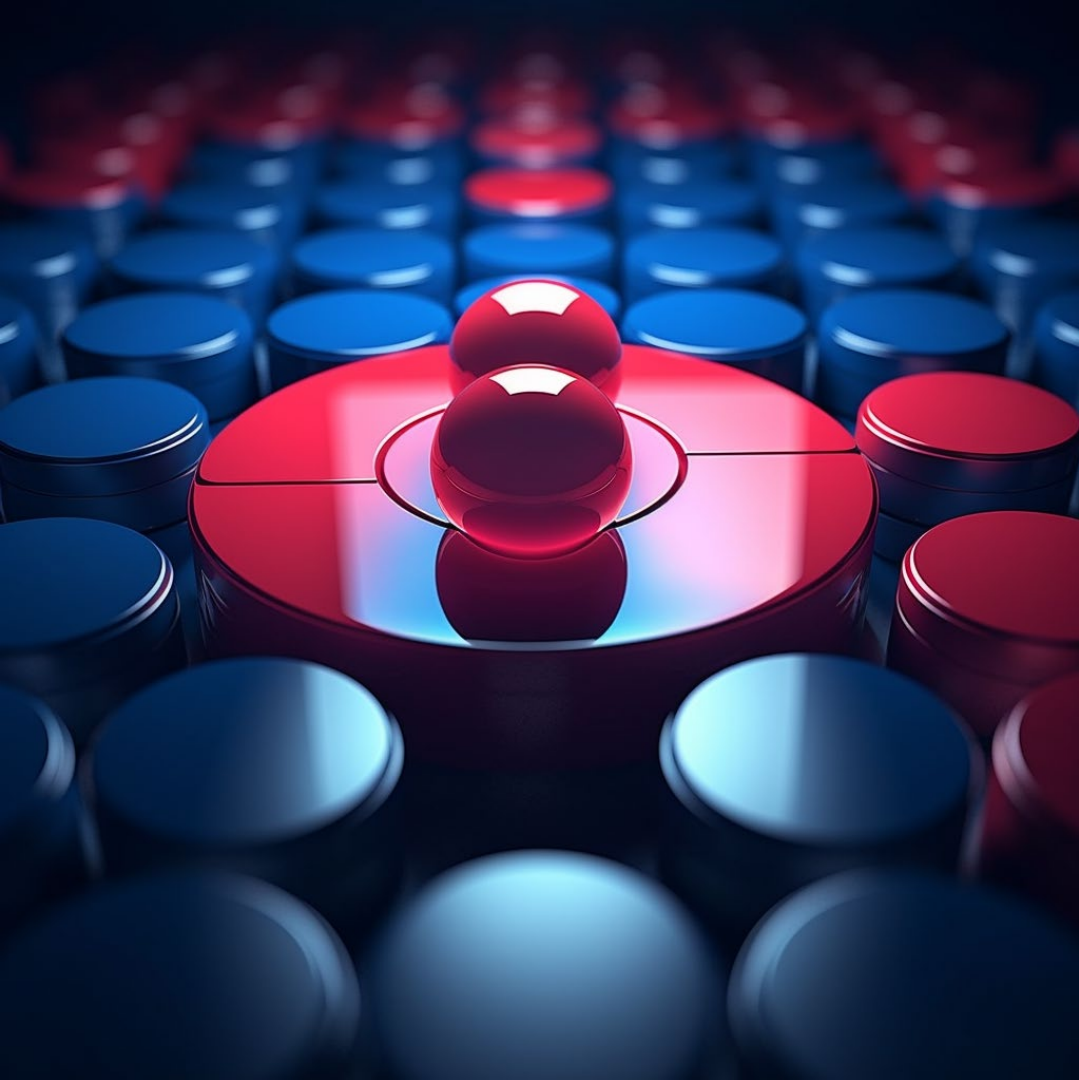
1000€ par modérateur + 100€ par utilisateur

Engagement

3 mois avec possibilité de mise en pause

Accès prioritaire

à la V2 qui intègre l'Intelligence Artificielle



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Resilience & Inclusion

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