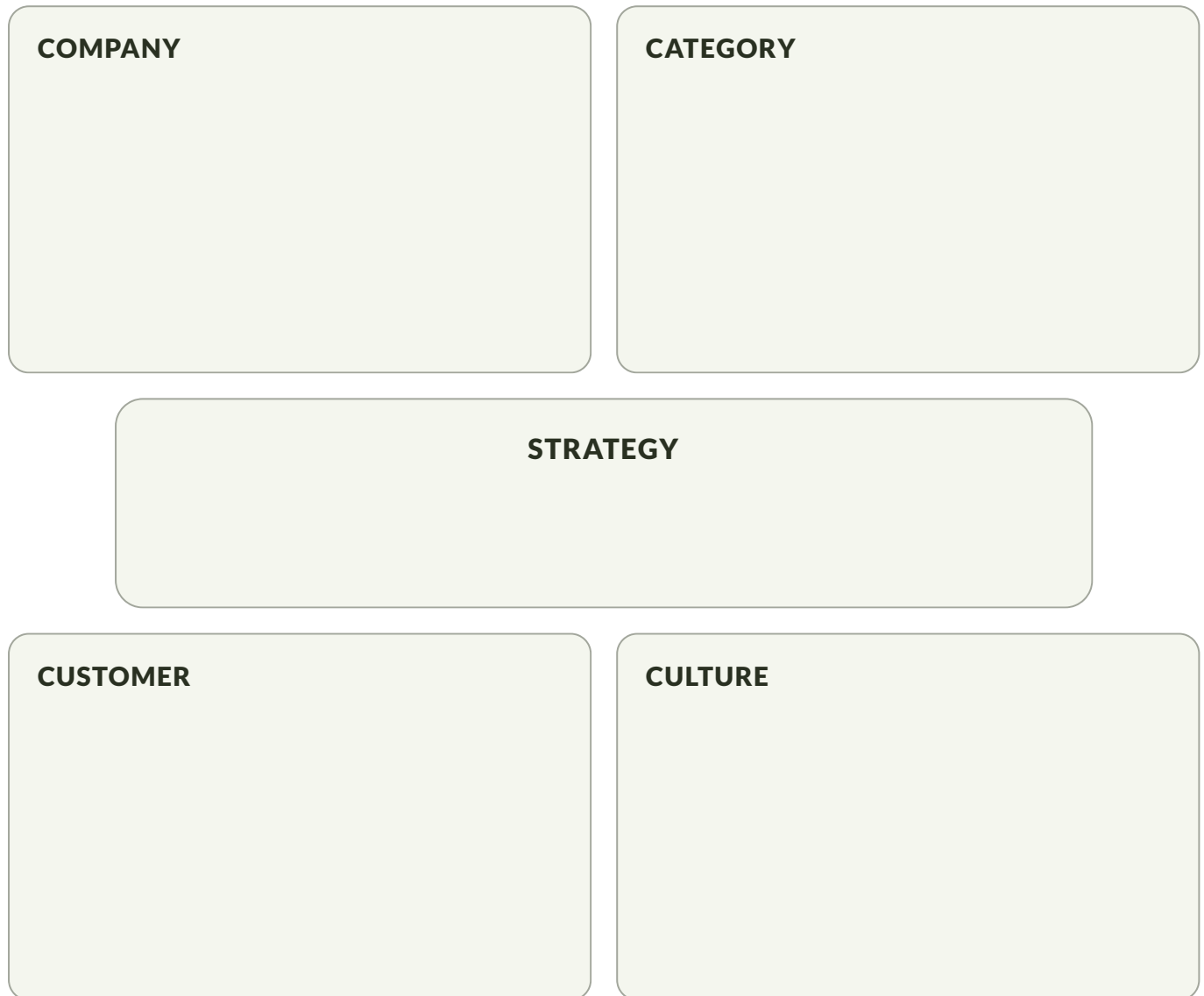


4C Strategy Model

A strategy sweet-spot finder: where company, category, customer and culture overlap - that's where the idea lives.

Origin: account-planning tradition



- **COMPANY:** The truth about you - the strength, asset, or product fact you can defend and a rival can't quickly copy. Aspiration is not a capability.
- **CUSTOMER:** The human truth - what real people want, fear, and are driven by, beyond demographics and what they tell a moderator.
- **STRATEGY:** The synthesis in the centre - the single proposition where all four Cs overlap. Not a summary of the four; the connective idea only they could produce.

- **CATEGORY:** The competitive truth - the codes, cliches, and sea of sameness rivals share, and the white-space gap worth breaking into.
- **CULTURE:** The societal truth - a real trend or tension the brand has earned the right to plug into, not a headline to trend-jack.