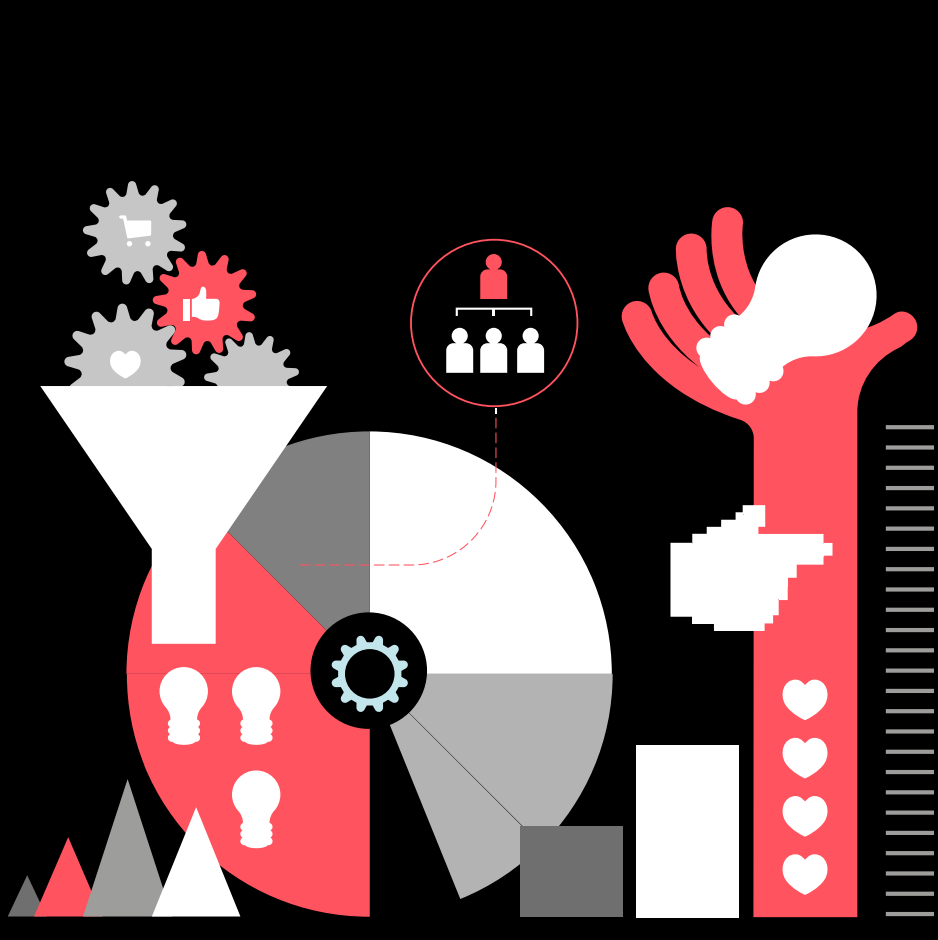


# 3 DEGREES OF DISRUPTION

THE RUBICON AGENCY

More **mojo.**

Disruption happens when markets, technologies or behaviours are challenged and changed by three types that we call 'Makers, Transformers and Shapers'. Apply these to recognisable brands that have succeeded by seeing and doing things differently and you'll see how the logic works. So, how can it be applied to your proposition?



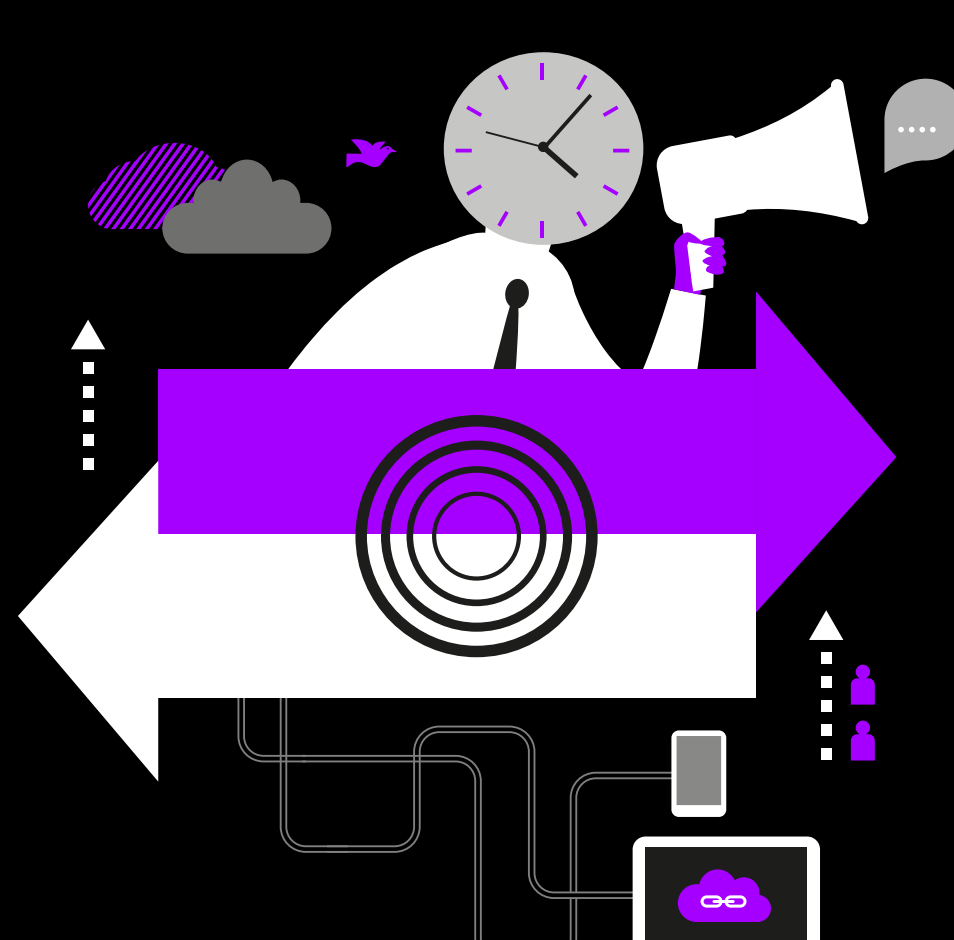
## MARKET MAKERS

These progressive thinkers recognise the ability of existing technologies to transform markets.

Market Makers use current technology to disrupt existing commercial models and consumption habits.



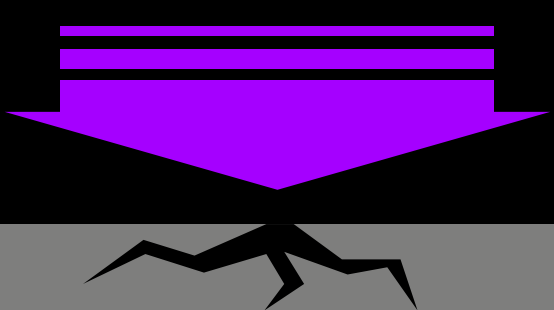
What do they disrupt?  
**MARKETS**



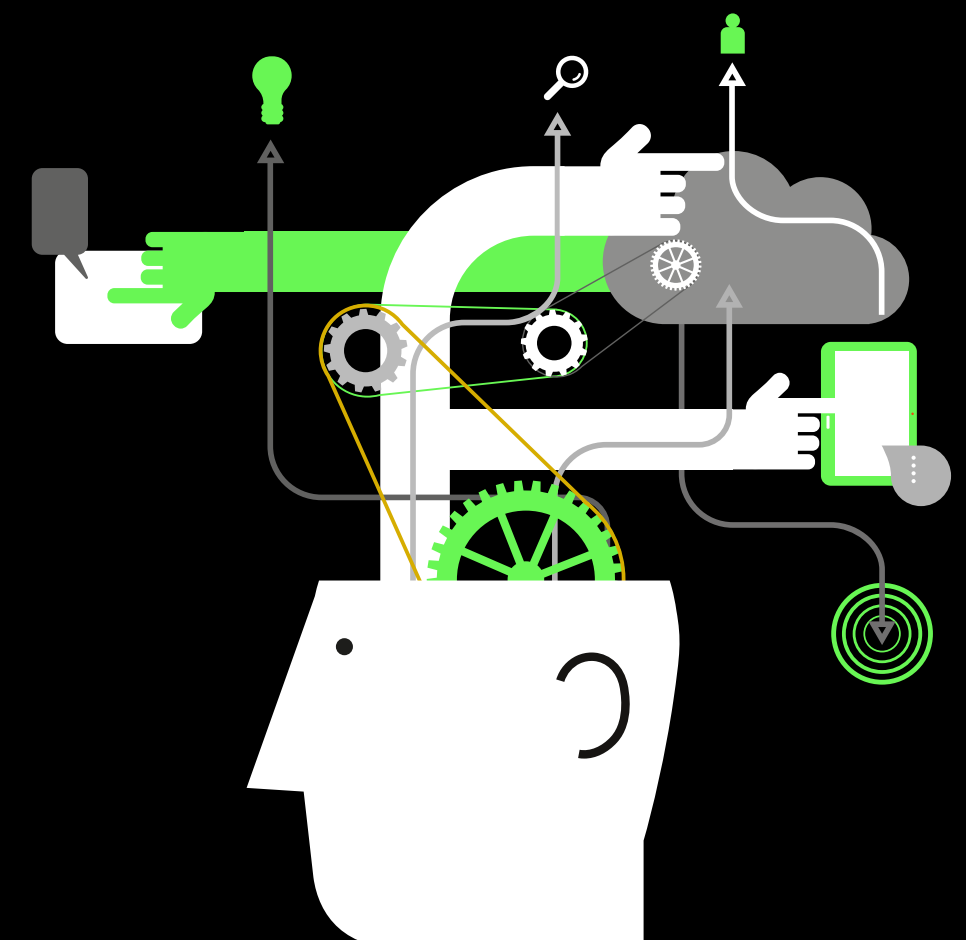
## TECH TRANSFORMERS

These pioneers take existing technology and rethink it in order to create a new market advantage or meet an existing demand that hasn't been met.

Tech Transformers use emerging technology to disrupt existing commercial models and consumption behaviours.



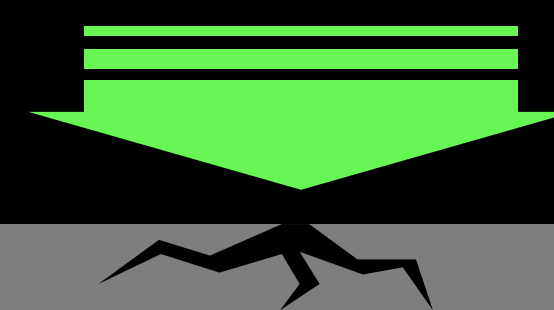
What do they disrupt?  
**MARKETS AND TECHNOLOGY**



## SOCIAL SHAPERS

These visionaries see and create radical changes to the way we live work, play and learn with radical new technologies and applications.

Social Shapers develop new technology to disrupt existing commercial models, consumption behaviours - in addition to social and lifestyle habits.



What do they disrupt?  
**MARKETS, TECHNOLOGY AND SOCIETY**

*As the early 20th-century economist Joseph Schumpeter observed, the most significant advances in economies are often accompanied by a process of "creative destruction," which shifts profit pools, rearranges industry structures, and replaces incumbent businesses.\**

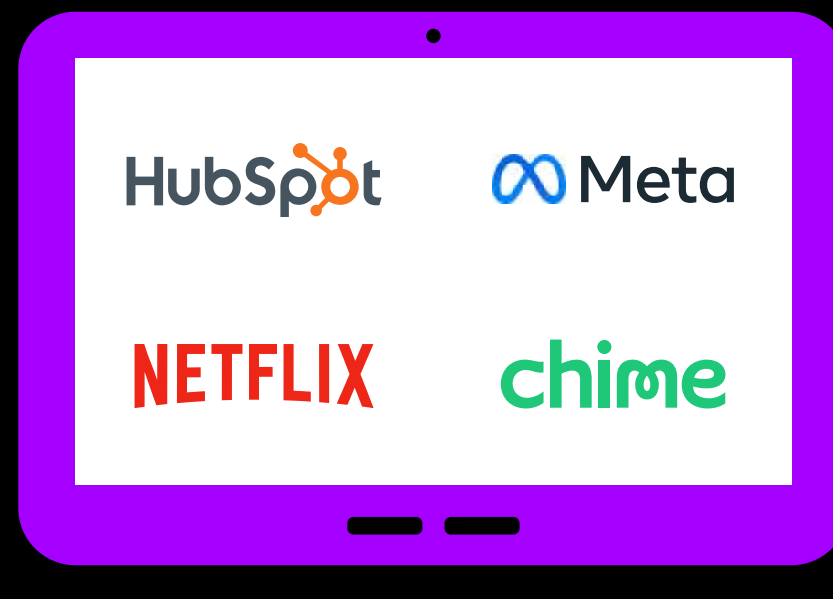
*Companies can miss the ways in which disruptive technologies can jump industry or market boundaries and change the rules of the game. The first MP3 files had inferior audio quality and were easily dismissed; they went on to make music CDs all but obsolete.\**

*The power of new technologies is everywhere. They change how businesses make money and how we live and work, sometimes with amazing speed. Social media was practically unknown a decade ago, yet almost one billion people now have Facebook accounts.\**

### Who's a Market Maker?



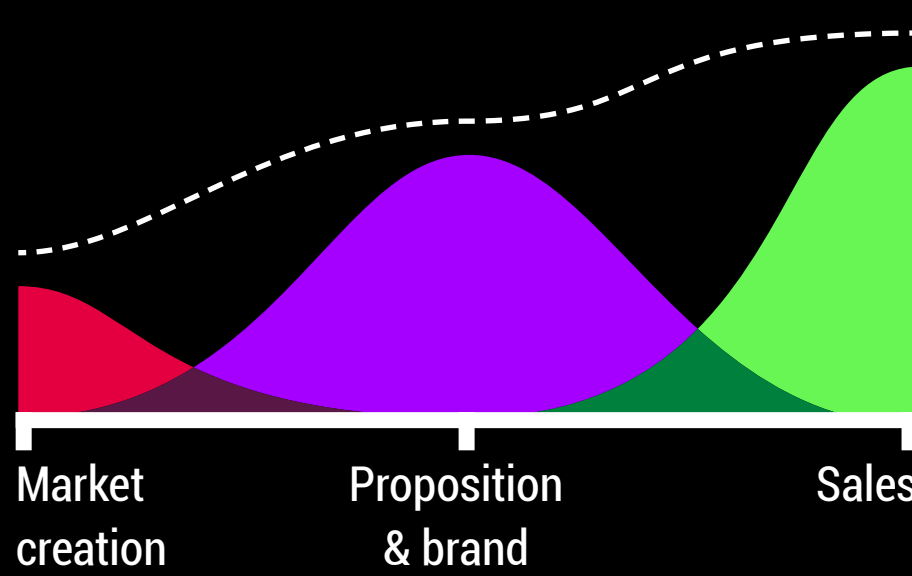
### Who's a Tech Transformer?



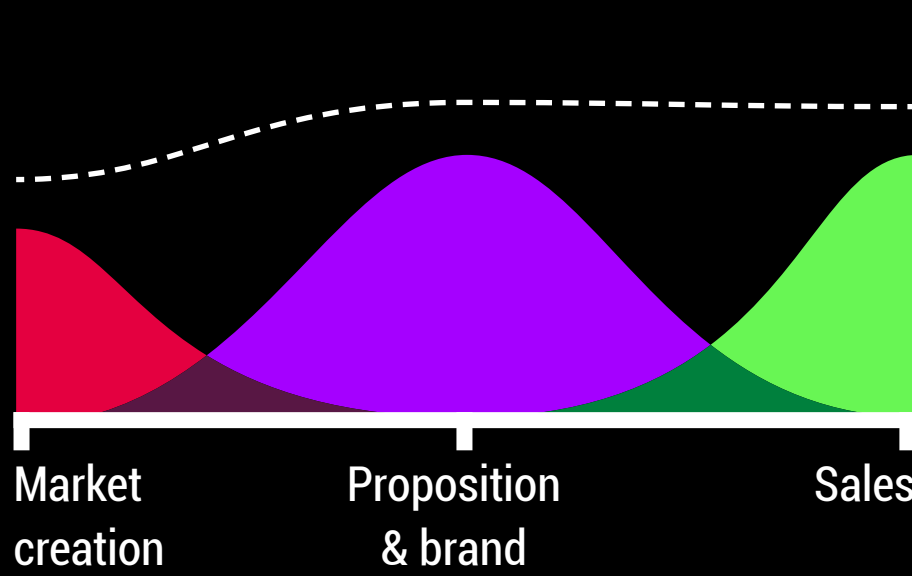
### Who's a Social Shaper?



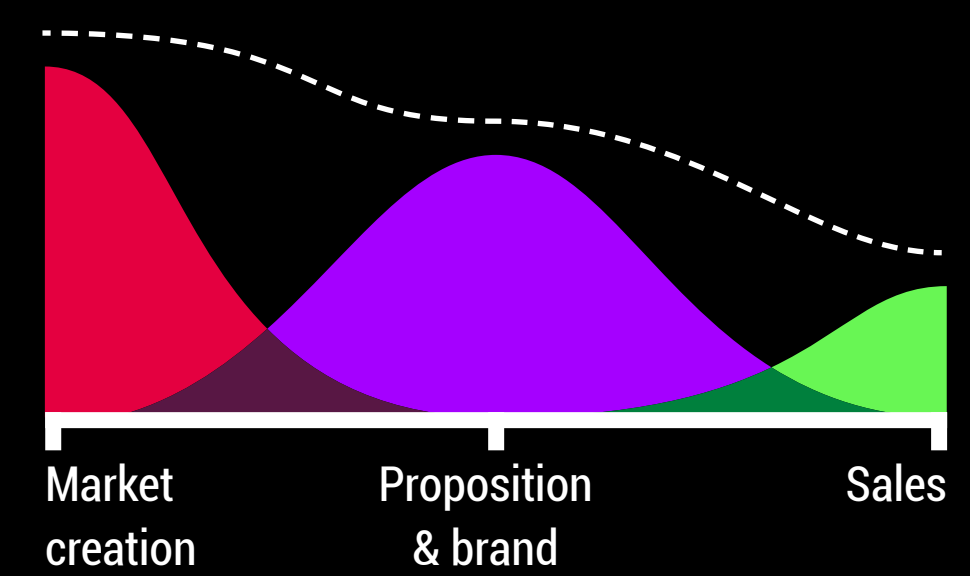
### What are the early marketing requirements for a Market Maker?



### What are the early marketing requirements for a Tech Transformer?



### What are the early marketing requirements for a Social Shaper?



### How do Market Makers achieve the right balance?

- BRAND DEVELOPMENT
- DEMAND GENERATION
- PROPOSITION DEVELOPMENT
- MARKET DEVELOPMENT
- SALES ENABLEMENT
- CUSTOMER DEVELOPMENT
- SOCIAL COMMUNITY BUILDING
- ACCOUNT DEVELOPMENT
- CHANNEL DEVELOPMENT
- THOUGHT LEADERSHIP

### How do Tech Transformers achieve the right balance?

- MARKET DEVELOPMENT
- PROPOSITION DEVELOPMENT
- CHANNEL DEVELOPMENT
- THOUGHT LEADERSHIP
- BRAND DEVELOPMENT
- SALES ENABLEMENT
- DEMAND GENERATION
- SOCIAL COMMUNITY BUILDING
- ACCOUNT DEVELOPMENT
- CUSTOMER DEVELOPMENT

### How do Social Shapers achieve the right balance?

- PROPOSITION DEVELOPMENT
- THOUGHT LEADERSHIP
- MARKET DEVELOPMENT
- CHANNEL DEVELOPMENT
- BRAND DEVELOPMENT
- SALES ENABLEMENT
- SOCIAL COMMUNITY BUILDING
- DEMAND GENERATION
- CUSTOMER DEVELOPMENT
- ACCOUNT DEVELOPMENT

**TO BECOME A MARKET MAKER, TECH TRANSFORMER OR A SOCIAL SHAPER CONTACT THE SPECIALISTS**

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\*Source: McKinsey & Company - Disruptive technologies: Advances that will transform life, business, and the global economy  
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