



Sharpen Your Skills

MARKETING *Club* 190th

The Art of "WAR" Marketing



CLUB FOUNDER, HOST
DR. MAHMOUD BAHGAT
LEGENDARY DIRECTOR

Date
12 Aug
2025
Tuesday

Time
10:00PM
 Egypt

Time
10:00PM
 KSA

Time
11:00PM
 UAE

Place
Online
Zoom

JOIN FREE



LIVE WEBINAR

190th Marketing Club
154th Business Club
39th Cairo Club



Instructor
By Dr. Mahmoud Hamed
Business Unit Manager

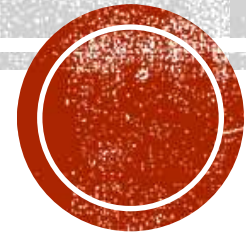


THE ART OF WAR

Marketing

A thick, hand-drawn red brushstroke that underlines the words 'THE ART OF WAR' and extends upwards towards the word 'Marketing'.

By: Mahmoud M. Hamed
Business Unit Manager



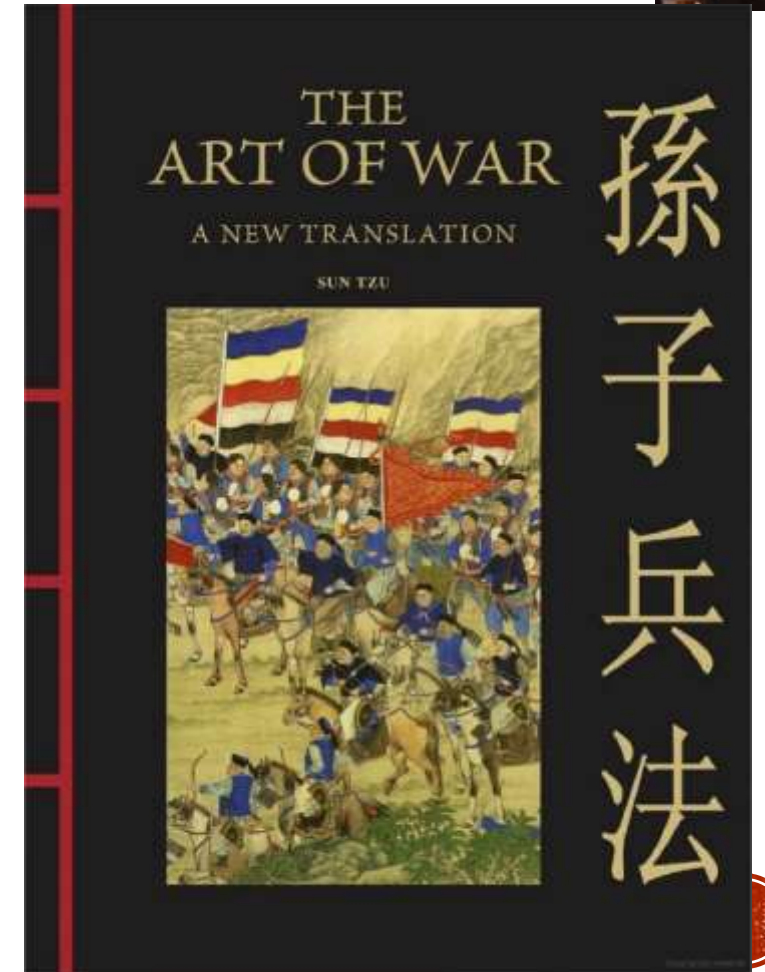
MAHMOUD M. HAMED

- Pharmacist (Cairo Uni, 2005)
- 42 yrs. Old
- Business Unit Manager
- Praxo Pharm
- *MBA, Cambridge KIPP 2017
- *Certified Professional Marketer, Cambridge KIPP
- *Certified Professional Trainer
- Past Experience: 20 years experience in Egypt & Gulf
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ART OF WAR

- THE OLDEST MILITARY TREATISE IN THE WORLD
- Sun Tzu: Chinese general and philosopher on military strategies in sixth century BC
- “the winning without fighting” approach
- There is no absolutely standard text for the Art of war...



ART OF WAR

- The art of war is of vital importance to the State
- It is a matter of life and death
- Five factors when seeking to determine the conditions obtaining in the field:
 1. The Moral Law
 2. Heaven
 3. Earth
 4. The Commander
 5. Method and discipline.



THE 5 HEADS

1. The Moral Law causes the people to be in complete accord with their ruler, so that they will follow him regardless of their lives, undismayed by any danger.
2. Heaven signifies night and day, cold and heat, times and seasons.
3. Earth comprises distances, great and small; danger and security; open ground and narrow passes; the chances of life and death.
4. Commander stands for the virtues of wisdom, sincerely, benevolence, courage and strictness
5. Method and discipline are the marshaling of the army in its proper subdivisions, the graduations of rank among the officers, the maintenance of roads by which supplies may reach the army, and the control of military expenditure.



MARKETING THROUGH HISTORY



Shift from a production oriented approach to a marketing oriented approach

Strategic thinking phase

Military literature strategies



MARKETING HISTORY



Sales oriented
period

Marketing
oriented
approach

Strategic
marketing





COUNTERPARTS OF CONCEPTS OF SUN TZU'S THE ART OF WAR IN MARKETING

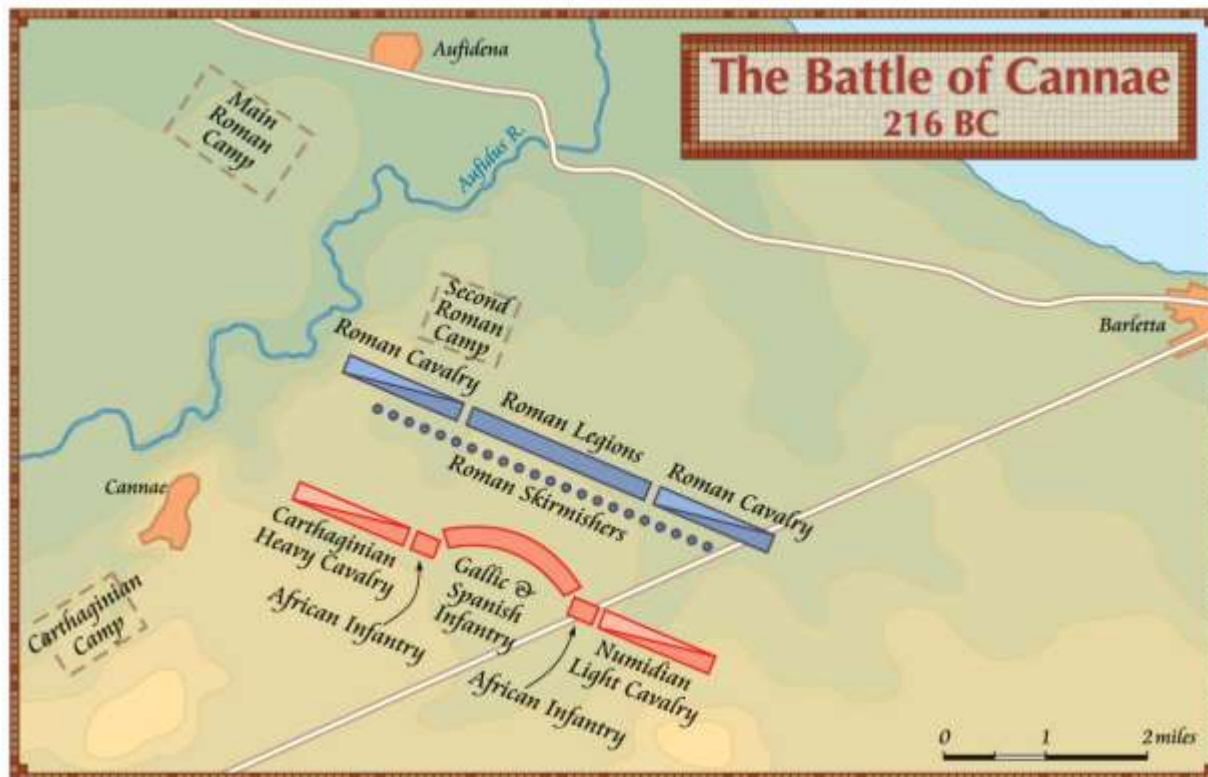
Sun Tzu The Art of War	Marketing
Laying a plan	Strategic planning
Waging a war	Marketing budget
Offensive Strategy	Marketing strategy
Tactics	Marketing tactics
Energy	Integrated marketing
Opportunism	Portfolio management
Maneuvering	Changing tactics
Marching	Aggressive marketing strategies
Terrain	Market field and market segmentation
The nine battlefields	Positioning
Attack by fire	Use of aggressive marketing tools
Use of spies	Use of marketing information system





STRATEGIES IN WARS

- Hannibal: Carthaginian general and statesman who commanded the forces of Carthage in their battle against the Roman Republic (died: 183 BC)





TYPES OF STRATEGIES

- Porter (1996) defined strategy as “creating a unique and valuable position that consists of a series of activities.”
- In order for a firm to have a strategy it needs to have different activities than its competitors or to conduct similar activities in different ways (Kotler and Keller, 2009).
- Strategy is defined as the basic preference of a company, showing where and why it will invest its resources depending on the internal and external environmental conditions and in accordance with its mission and vision (Koçel, 2010).





REFERENCE TERMS



Warfare	Marketing
ENEMY	Competitor
Warring Sides	Competitive firms
Territory	Market share
Weapons	Marketing Mix





ADAPTATION OF SUN TZU IN MARKETING

- Sun Tzu divides the environment into two categories:
 - partially controllable factors e.g.: battlefield
 - uncontrollable factors e.g.: weather conditions
 - Like corporates comprehensively analyzing Internal and external conditions.
- Stage of evaluating the conditions suggested by Sun Tzu is very similar to the SWOT analysis used by businesses in the strategic management process.





SIMILARITIES BETWEEN SUN TZU AND DAVIDSON'S IDEAS

Sun Tzu – The Art of War	Huge Davidson – Offense Marketing
Offensive Strategy The aim of war is not only to win, but also to make profit.	Profitable There should be a balance between the firm's need for profit and the consumer's need for value.
Opportunism Whoever arrives at the battlefield first can take initiative.	Offensive The firm should lead the market and leave its competitors in the position of followers.
The Power of Defense/Energy The internal structure has to be strengthened for defense. To achieve better results armies should cooperate.	Integrated Marketing efforts should involve the whole institution.
Planning The environment and the competitors should be comprehensively analyzed before planning.	Strategic Analysis is crucial for a winning strategy.
Fighting When war is decided, action should be taken quickly.	Effective Application Applied daily in a powerful and disciplined manner.





MARKETING WARFARE

- Military Strategy  Marketing Situations
- How does a country win a war?
- Marketing is war
 - Customer orientation is a war
 - Become competitor oriented
- The Principle of force
 - Easier to get to top than to stay there
 - Disagreement
 - Once at the top, a firm can use power of leadership position to stay there



IS THE COMPARISON JUSTIFIED?



- Zero Sum Game
- Cold war – 80s – Lets move on
- Is Marketing war?
 - Price wars
 - Market Invasion
 - SWOT Analysis



FOUR TYPES OF MARKETING WARFARE

The Strategic Square

DEFENSIVE WARFARE

STRATEGY FOR MARKET LEADERS

- Cannibalize themselves with new ideas
- Block competitive moves

OFFENSIVE WARFARE

STRATEGY FOR NO 2 OR NO 3

- Avoiding the strengths of a leader's position
- Attacking the leader's weakness

FLANKING WARFARE

STRATEGY FOR NEW PLAYERS

- Move into an uncontested area
- Create the element of surprise

GUERRILLA WARFARE

STRATEGY FOR SMALL PLAYERS

- Find a market small enough to defend
- Be prepared to exit at a moment's notice

Adapted from Power of Simplicity by Jack Trout





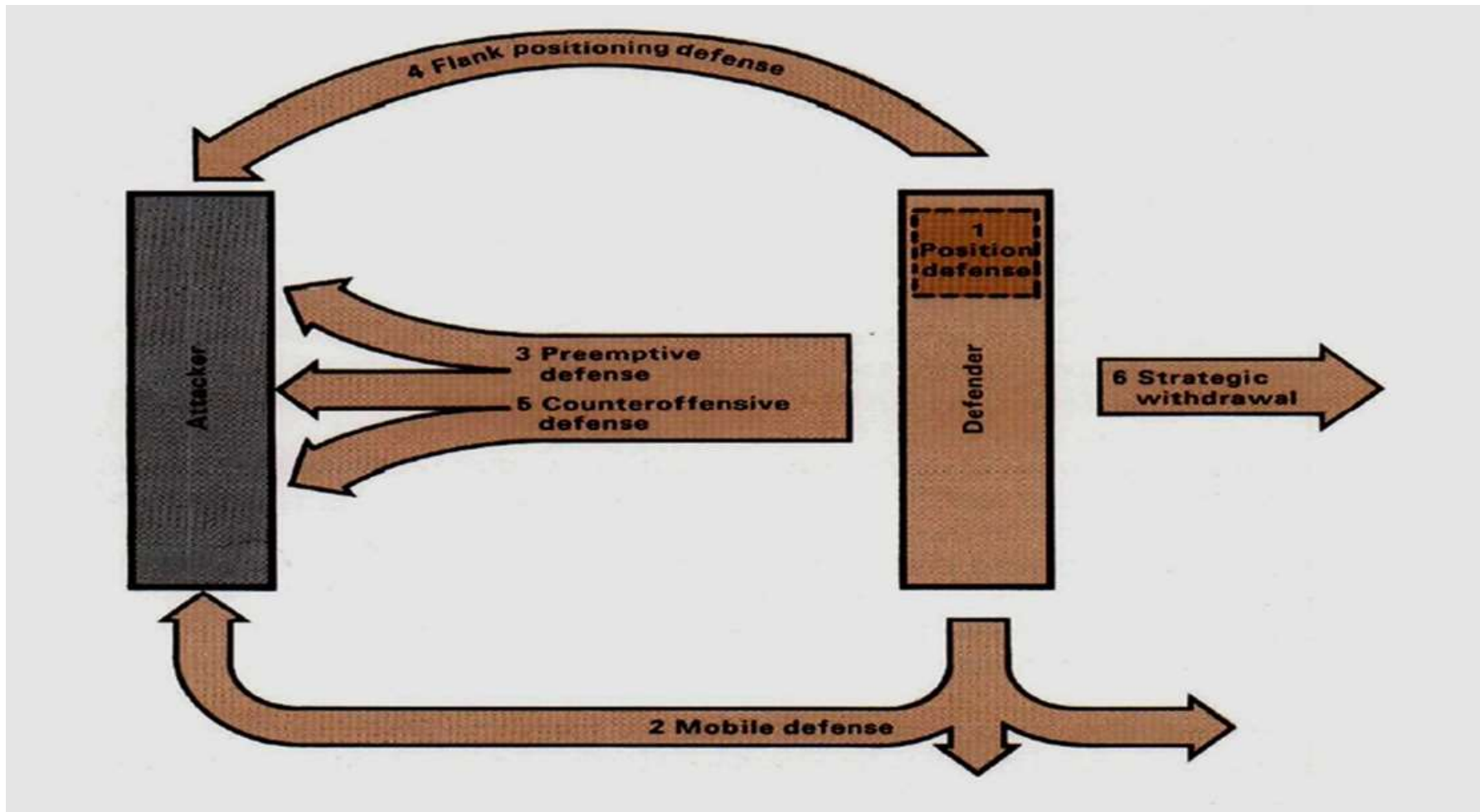
DEFENSIVE & OFFENSIVE STRATEGIES

Defensive Strategies	Offensive Strategies
Position Defense	Frontal Attack
Mobile Defense	Flanking Attack
Preemptive Defense	Encirclement
Flank Positioning Defense	Bypass Attack
Counteroffensive Defense	Guerilla Warfare
Strategic Withdrawal	





DEFENSE STRATEGIES





DEFENSE STRATEGIES

1. Position Defense: The conventional concept of defense is closely related to the reinforcement of the fort. Almost all forts in history have failed in war situations. the most risky military strategies



DEFENSE STRATEGIES

2. **Mobile Defense:** Mobile defense is expansion towards new fields that the firm can use for defense or counteroffensives in the future. This expansion is done through market expansion and diversification rather than by increasing the number of brands.



DEFENSE STRATEGIES

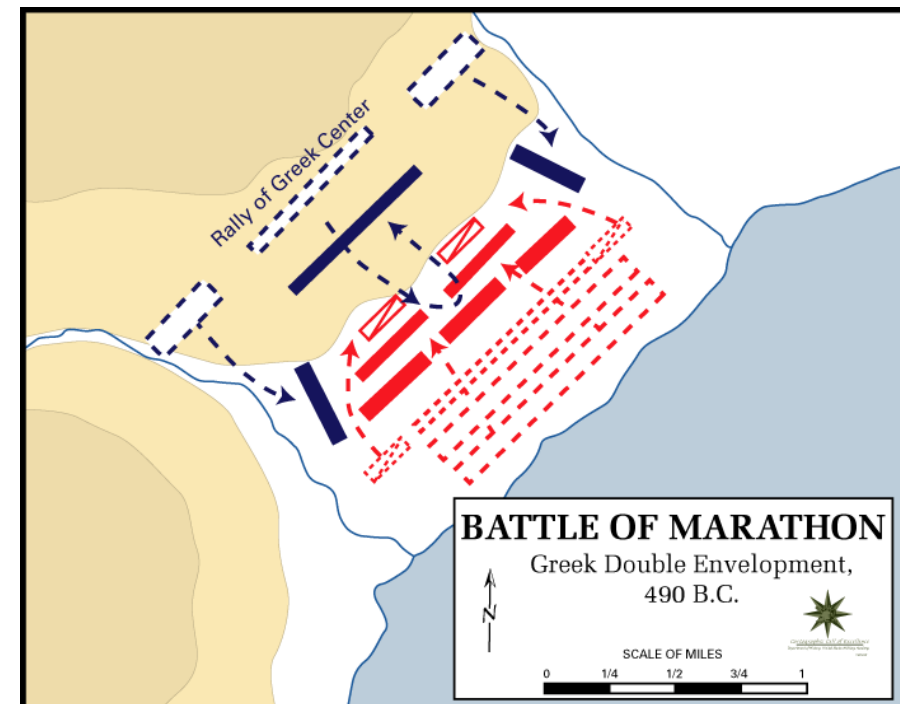
3. **Pre-emptive Defense:** Pre-emptive defense is based on the principle that prevention is more advantageous than fighting, and it includes many offensive strategies. For instance, a firm can block a competitor whose market share is rising by finding its weaknesses or by encircling it. Another example of this strategy is market leaders blocking their competitors with new technologies.





DEFENSE STRATEGIES

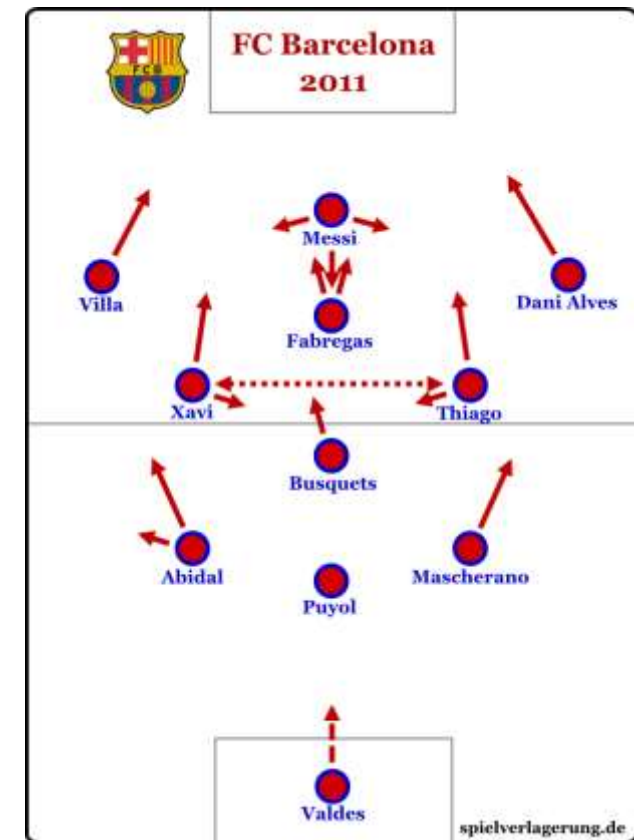
4. Flank Positioning Defense: Flank positioning defense is creating a blockade that will stop the enemy. In this strategy potential threats should be carefully analyzed, and flanks should be reinforced accordingly





DEFENSE STRATEGIES

5. Counteroffensive Defense: This is the counteroffensive reaction of the party that is in the defensive position.





DEFENSE STRATEGIES

6. **Strategic Withdrawal:** Strategic withdrawal, which is considered to be neither offense nor defense by certain sources, is a maneuver where a firm can focus on important points in order to secure its market power and to be able launch counteroffensives.



DEFENSIVE MARKETING WARFARE

- Market Leader
- Biggest Market share
- First in product development
- Financial Strength
- Widest Distribution
- Promotional Budget
- Example: LEGAM in EGYPT
- Strategy: Monitor & Confront the competition





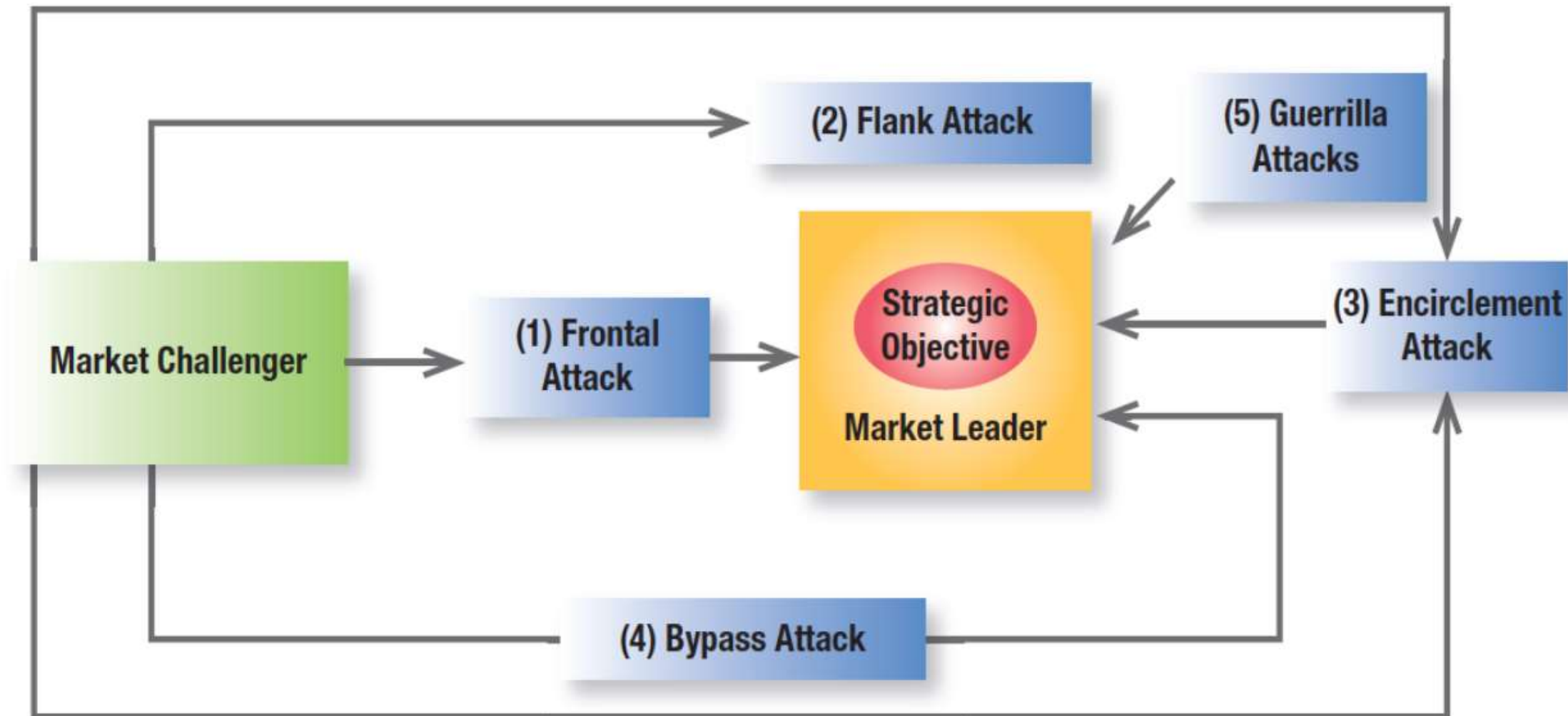
CHALLENGER

- Add Value: Feature , lower prices
- Exploit weakness
- Strategy: Build Objectives
- Market Expansion (Users, uses, frequency)
- Market share (Product, Promotion, distribution---Innovation)
- Strategic Alliances





DEFENSIVE MARKETING WARFARE





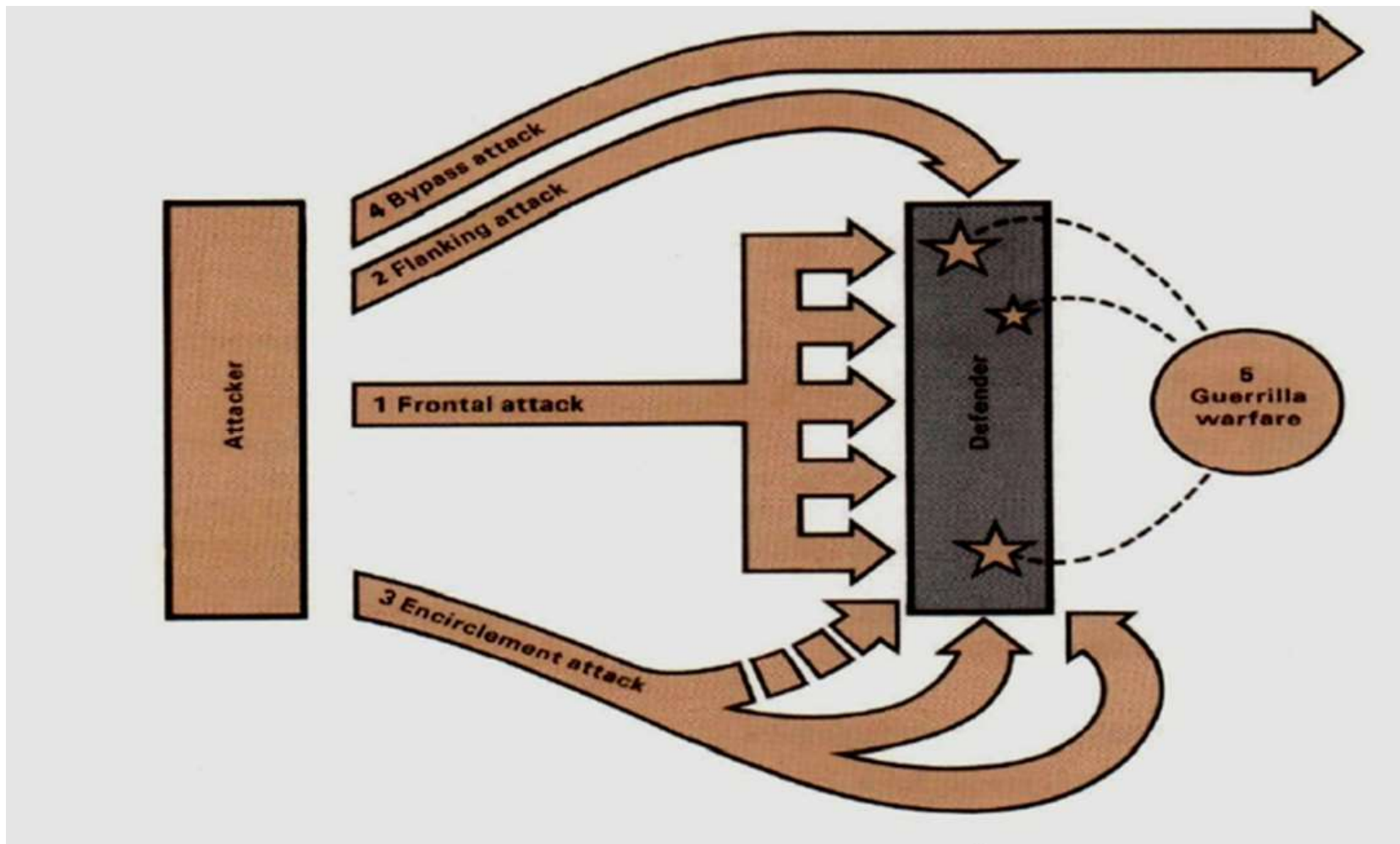
GUERRILLA WARFARE

- Against market leaders by challengers, they have limited resources
- Launching small, intermittent hit and run attacks often aims at harassing, demoralizing, and weakening opponents through random attacks.
- Attacking specific products or segments with sales promotion initiatives including coupons, rebates, and temporary price cuts.





OFFENSIVE STRATEGIES





OFFENSIVE STRATEGIES

1. **Frontal Attack:** In a frontal attack the challenger attacks the leader's front lines with full force. The aim is not the weak side, but the strong side of the competitor. In order for this strategy to be successful the offensive party must have an absolute advantage over its competitor





OFFENSIVE STRATEGIES

2. **Flanking Attack:** The strongest point of an army in the battlefield is the point where it will attack or where it expects to be attacked. Flanks and sides are naturally weak, therefore they are the best places to attack.





OFFENSIVE STRATEGIES

3. **Encirclement:** In flanking attacks places where the competitor is absent are targeted, while in encirclement the competitor is approached from multiple directions. The aim is to attack the competitor from multiple points in order to make it defend itself on all sides



OFFENSIVE STRATEGIES

4. Bypass Attack: Bypass attack is most indirect attack at the competitor and it is similar to cold war during peace. Here we are talking about skipping the enemy, attacking easier territories and developing these areas

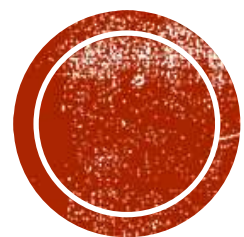




OFFENSIVE STRATEGIES

5. Guerilla Warfare: Guerilla warfare is a good strategy for firms that are challenging, but have limited resources. In this strategy small, intermittent attacks are organized against different aspects of the enemy in order to disturb and demoralize the competitor





THE MOST EFFECTIVE MILITARY STRATEGIES IN HISTORY



1- CRESCENT STRATEGY

- The fundamental strategy, especially in Eastern societies, the crescent tactic survived until the modern age. Requiring a high level of war analysis for that period, this tactic was especially successful against bulky armies.



2- SHOCK AND AWE:



- This doctrine is based on terrifying the enemy to destroy its will to fight with an overwhelming power. Shock and awe is based on the idea that excessive and sudden use of force will scare and baffle the enemy. This strategy is more effective in frontal attacks





CONCLUSION

- Market is like a battleground.
- Competitors are like enemies.
- CEO's are like generals
- Marketing is like a weapon which can be used in the strategical way.



THANK YOU

