


Successful Failures



MARVEL

FAILURE

- 1996 bankrupt due to the flop of the paper comic.

SUCCESSES

- Undisputed leader of the comic.
- It exploits the value of its competitive advantage, which was not the comic, but the universe of stories and superheroes interconnected with each other. It only changed the format, from paper, to screen (cinema, television, streaming...)




NEW BALANCE

FAILURE

- Decline to the detriment by other brands at the beginning of the new century.
- Trend in the 80's and 90's.

SUCCESSES

- Thanks to the trend and the lifestyle post-crisis "runner", relaunches its products under the fashion-sport line.




MINI

FAILURE

- End of the 90's, problems with MG and Rover.

SUCCESSES

- Icon in the 60's / 70's.
- After the purchase by BMW, at the beginning of the new century, they revitalized their competitive advantage and maintained production in the United Kingdom, maintaining its British status and managing to become the chic accessory in the trendy neighbourhoods.



DR MARTENS

FAILURE

- Decline with the change of the century.
- Icon of the punk and grunge movement (years 70's, 80's and 90's).

SUCCESSES

- The new Generation "influencer" revives the brand Dr Martens as the revolutionary symbol it was.



OLD SPICE

FAILURE

- A forgotten Brand by the new generations; associated with our grandparents' fragrances.

SUCCESSES

- Reference in the 50's, 60's.
- Since 2006 the focus of the public changes and the product has been rejuvenated with a message adapted to digital platforms and to enhance its virality: "the man your man could smell like".



NINTENDO

FAILURE

- At the end of the 90's it could not compete with new brands.
- It dominated the video game sector in the 80's and 90's.

SUCCESSES

- It stays loyal to its entertainment style and finds the market niche for users who prefer to exercise at home and have fun. Ds, Ds Lite and Wii.