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*What is a “Blue Ocean Strategy”, discuss an example not cited in the article.*

When we think of the marketplace, we think of a world of competitiveness, with strict guidelines and rules to follow, a world that is completely uptight- this is what is known as a red ocean. The term red ocean explains the concept of what we believe a marketplace is, however there is a flip side to the bloody battle that we are used to, this is called a blue ocean.

Blue oceans refer to the companies that are putting themselves out there to create new markets or industries as opposed to the competitive market, or the extensive markets. An example of a company that uses blue ocean strategy would be Twitter. Although Facebook and Twitter are similar and fall under the same category as social media sites, Twitter used a different way to get people to sign up and use their website then other social media websites did. MySpace, Flickr, Tumblr, Pintrest and InstaGram are all social media sites that coincide with Twitter, as anyone should think. However when you take a step back you realize Twitter is a whole different story. These other social media sites like Facebook and MySpace, consist of profiles, that hold your persona; information like where you go to school, when your birthday is and what your favorite TV shows and sport teams are. These sites also play a big part with pictures, sharing pictures; uploading pictures and editing pictures are what these social networking sites are based around. Twitter however took a totally different approach.

When you sign up for Twitter, you don’t even really have a profile. There’s a small picture the size of your thumbnail, which is considered your ‘default picture’, and the rest is up to what you want to say! Twitter was originally made to connect everyday people with their favorite celebrities, however it has now turned into the top-networking site on the web. Twitter used a blue ocean strategy by staying out of the competition of Facebook and MySpace by staying away from the idea of a profile, with music and photos of yourself and friends. Yes, Twitter gives you the option to share photos, however it’s mostly just asking you what’s on your mind. And with the 160 word count, Twitter is also asking you to keep those opinions concise, which is also completely different then any other social site.