



THE
CHALLENGER
Scorecard

9 QUESTIONS TO SHARPEN
YOUR POSITIONING
AND TEST YOUR MINDSET

**smaller
agency.**

Challenger brands are defined by belief and behavior, not size.

This scorecard will help you:



diagnose

Diagnose where you're acting like a challenger.



spot

Spot the old rules you're still playing by.



identify

Identify the moves that will separate you from the pack.

RATING SYSTEM

Rate yourself from 1 (not at all) to
5 (absolutely true) on each question.

SECTION ONE

clarity & conviction

01

Do you have a clear enemy?

Not a competitor, but a belief, habit, or cultural norm you're fighting against.

EXAMPLE SmartSweets made sugar the enemy, not other candy brands.

1 2 3 4 5

02

Are you reframing your category?

Are you redefining what your category means instead of playing inside the old rules?

EXAMPLE RXBar reframed nutrition as simple, real ingredients.

1 2 3 4 5

03

Do you know exactly who you're for (and who you're not for)?

Challengers polarize. The fastest way to grow is to stand for something so clear that some people opt out.

EXAMPLE Glossier wasn't for everyone, it was for community-driven, natural beauty.

1 2 3 4 5

SECTION TWO

belief & boldness

04

Are you overcommitting to a belief?

Are you willing to make bold moves that prove what you stand for, even when it costs you?

EXAMPLE Patagonia told customers not to buy their jacket.



05

Are you hacking attention?

Do you find creative ways to win awareness without big budgets?

EXAMPLE Dollar Shave Club launched with a \$4,500 video that broke the internet.



06

Are you solving real consumer pain points (not just chasing trends)?

Every great challenger starts by fixing a pain point incumbents ignore.

EXAMPLE Mid-Day Squares solved the “chocolate that fuels you” gap.



SECTION THREE

growth & community

07

Are you moving at the speed of culture?

Do you adapt fast, jump on cultural moments, and drive relevance — instead of waiting for campaigns?

EXAMPLE Oreo's "Dunk in the Dark" during the Super Bowl blackout.



08

Are you building community, not just campaigns?

Do your customers feel like they're part of something bigger than the product?

EXAMPLE Rapha turned cycling apparel into cafés, clubs, and a lifestyle.



09

Do you have conviction & resilience in distribution?

Belief only matters if people can find you.

Do you relentlessly push to get your product in front of the right audience?

EXAMPLE Mid-Day Squares solved the "chocolate that fuels you" gap.



Time to tally up your *challenger score*

Add up your total (max = 45).

SCORE

CHALLENGER LEVEL

36–45



Challenger in the making

You're playing offense, building culture, and redefining the rules.

27–35



**Strong instincts,
but needs sharpening.**

You've got the mindset, now double down on bold moves.

<27



Playing by the old rules.

You're at risk of blending in. Time to break something.

THE
CHALLENGER
Scorecard

scored
yourself?

now what?

This scorecard is a starting point.
Turning it into a growth strategy takes
perspective, guts, and execution.
That's what we do.

**BOOK A FREE CHALLENGER BRAND
AUDIT WITH SMALLER AGENCY.**