

**Aubrey Chapnick**  
 Product Marketing for growth stage B2B Fintech and Vertical Software...  
 Toronto, Ontario  
 Prophilx

Profile viewers 733  
 Post impressions 4,773

Your Premium features

**Jon Itkin** • Following  
 Take a position. | B2B positioning, messaging, brand | Past clients: Meta, Goog...  
 1w •

Anthropic just gave us a masterclass in positioning against the category leader.

Anyone competing with a larger, better-funded category-dominating Goliath should pay close attention.

There's a priceless lesson in here, even if you have an ad budget of zero dollars.

And going by my own experience, 98% of the startups challenging category leaders will ignore it.

I'm going to dig into this topic in detail later in the week, in a free live session breaking down a method for finding your Goliath Stone—the asymmetric competitive advantage that proverbial Davids use to beat proverbial Goliaths.

It's free, and I won't funnel you. Sign up here:

<https://lnkd.in/g9NY-yPw>

p.s.

I can't comment on these ads without giving a ton of credit to the pitch-perfect scriptwriting, acting, directing, and production.

Some of you might be surprised that one of the most consequential AI companies on the planet would entrust humans to craft their most important marketing message. I'm not.

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# The brutal lesson encoded in the Anthropic Super Bowl ad.

Every challenger says "we're better."  
 Anthropic said something else entirely.

## In The Kitchen.

Jason Oakley and 111 others 38 comments - 1 repost

Reactions

Like Comment Repost Send

Add a comment...

- Most relevant
- Anthony Pierri** • 1st  
 B2B Homepage Positioning // I play in the band Good Hangs (edited) 1w  
 Very similar to DuckDuckGo saying "unlike Google, we don't track you" — Google can't counter this statement without fundamentally altering their business model (which we know they won't do)  
 Like 17 | Reply - 4 replies
  - See previous replies
  - Jon Itkin** • Author  
 Take a position. | B2B positioning, messaging, brand | Past clients: Met...  
 Anthony Pierri exactly the same.  
 Like 1 | Reply
  - Stefan Gladbach** • 1st  
 I make product marketing cool  
 Plus the ad is just really funny. It could've come across as self-righteous, but they made their point in the most effective manner possible.  
 Like 1 | Reply - 1 reply
  - Jon Itkin** • Author  
 Take a position. | B2B positioning, messaging, brand | Past clients: Met...  
 Stefan Gladbach I agree. I laughed out loud the first time and the second and third times I watched it.  
 Like | Reply
  - Collin Mayjack** • 1st  
 Product Marketing @ Sybilli  
 This is giving me a lot to think about. Really dig it  
 Like | Reply - 1 reply
  - Jon Itkin** • Author  
 Take a position. | B2B positioning, messaging, brand | Past clients: Met...  
 Collin Mayjack glad to hear it, my pleasure  
 Like | Reply
  - Dr. Tadé Ayeni** • 2nd  
 I help leaders decide clearly, in ways that hold under pressure. | Clar... (edited) 1w  
 can't lie you had me at "I won't funnel you."  
 Also, the parallel layer to what you're describing is identity. Instead of saying, "Here are our features," they're really asking, "What kind of world do you believe we should live in?" ...more  
 Like 1 | Reply - 1 reply
  - Jon Itkin** • Author  
 Take a position. | B2B positioning, messaging, brand | Past clients: Met...

Dr. Tadé Ayeni they consistently do a great job of showing up as the AI company that has a bit of a soul. Hope it lasts.

Like 1 | Reply

**Jeffrey Dinmore** • 3rd • Creative Director | Writer | Raconteur | Enthusiast 1w ...

I know I'm in the minority, at least as far as my LinkedIn feed goes, but I had a different reaction (much as I admire your genius, Mr. Itkin). Public trust in AI is so low that I think it's going to take a lot more than "we're the good guys, trust us" to make any real difference in opinion. We all know enshittification is a way of life; I wonder how many people watching those ads actually b...more

Like 2 | Reply - 1 reply

**Jon Itkin** • Author • Take a position, | B2B positioning, messaging, brand | Past clients: Met... 1w ...

Touche, my friend. I think everything you're saying here has merit.

Yes, I agree people are concerned about trusting AI. But I see regular people around me (ie non tech folk) using it for random everyday stuff...kind of a lot.

Like 1 | Reply

**Clara Smyth** • Following • Insights & Strategy Leader | Slack, Salesforce, & NetSuite Alum 1w ...

So well said, Jon. Price, product, service, platform, customer experience, features... that's what most companies differentiate on. But trust and fundamentally shifting the buyer's criteria to question why you chose a different provider in the first place? Master class. 🌟

Like | Reply - 1 reply

**Jon Itkin** • Author • (edited) 1w ... • Take a position, | B2B positioning, messaging, brand | Past cie...

Clara Smyth I hope whoever was behind this gets a promotion

Like 1 | Reply

**Mauricio González** • 2nd • SaaS Marketer building Webflow websites for growth teams. Founder, Marke... 1w ...

Yes, but is it realistic to position yourself against the only path of revenue AI companies have so far?

Like | Reply - 2 replies

See previous replies

**Mauricio González** • 2nd • SaaS Marketer building Webflow websites for growth teams. Founder, ... 1w ...

Indeed. They are hoping for the best. I wonder if people will get used to ads in AI platforms just like in search engines. If that's the case, there won't be value in no having ads. Lots to think about in this matter.

Like | Reply

**Chris Hanson** • 2nd • Product Marketer @ OpenText 1w ...

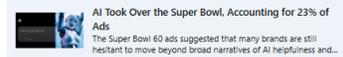
ironic that advertising at the top of its game peaked over 6 decades ago, yet it's still more than alive today as human creativity is swinging for the fences in relevancy and impact

Like 1 | Reply

**Luke Stevens** • 2nd • Product marketer, Positioning & messaging nerd. | New book Super Posit... 1w ...

But the ad tanked with the audience!

"Early audience response suggested the message struggled to land. According to an iSpot survey of 500 viewers, the ad's likeability score placed it in the bottom 3% compared with Super Bowl ads over the past five years. Its ...more



Like | Reply - 1 reply

**Jon Itkin** • Author • Take a position, | B2B positioning, messaging, brand | Past clients: Met... 1w ...

Luke Stevens I heard about this. Well, I may live to eat these words. I still think this is a great example of a technique that I have seen work well in b2b. I also think that you have to be careful about latching on to the kind of quotes like you have here. It's referring to early results... Were those the real results? Also, who did they survey? I'm also skeptic ...more

Like | Reply

**Matteo Tittarelli** • Following • B2B PMM, storytelling, and content AI workflows done with you 1w ...

Great points Jon! I do think the core of being different is simply just a (contrarian = different) POV on "how the company/leadership approaches the market", which aims at influencing "how the customer should also see it".

In the Anthropic example, they're like: ...more

Like | Reply

Messaging ...

PMM Files →