

Avis We Try Harder Because We Are Number Two: The Strategic Leverage of Vulnerability - Strategic Deep Dive 26

Por Eduardo Woetter · Publicado em 08/02/2026

In 1962, rental firm Avis publicly admitted trailing market leader Hertz, turning a competitive disadvantage into an ironclad promise of relentless effort and immaculate customer service.

Versão online e eventuais atualizações:

<https://woetter.com/post/marketing-history-avis-we-try-harder-because-we-are-number-two-the-strategic-leverage-1451>

Historical Context and Market Transformation

In 1962, rental firm Avis publicly admitted trailing market leader Hertz, turning a competitive disadvantage into an ironclad promise of relentless effort and immaculate customer service.

Examining the turning points of global advertising reveals that while distribution tools evolve at breakneck speed, the cognitive architecture of human nature remains remarkably constant. The ability to articulate a razor-sharp value proposition, anchor practical utility to genuine aspiration, and eliminate friction in decision-making separates transient operators from enduring market monopolies.

Strategic Principles from this Historic Milestone

1. **Radical Clarity Over Empty Jargon:** Campaigns that redefined consumer culture stripped away corporate platitudes to deliver undeniable, memorable truths.
2. **Proof-of-Work and Unshakable Trust:** Whether through blind taste tests, reverse-risk guarantees, or live product stress tests, verified proof always precedes transaction value.
3. **Compounding Narrative Consistency:** Brand equity is a long-horizon financial asset that compounds exponentially when nurtured with disciplined aesthetic and messaging continuity.

Contemporary Executive Takeaway

For modern enterprise founders, directors, and strategic advisors, the lessons of this historic campaign provide an antidote against shallow algorithmic fads. Instead of chasing vanity engagement, leadership focus must remain anchored on defensible competitive moats, value-based pricing, and lasting institutional relevance.