

4 Examples Of Blue Ocean Strategy Seeing is believing. Here are a few organizations that successfully captured a blue-ocean market: Netflix In this David versus Goliath story, Netflix came on the scene when Blockbuster was at the top of the video rental game. Rather than trying to compete with the popular giant solely on price or entertainment choices, Netflix reinvented the market by creating an entirely new kind of online DVD rental service. It utilized postal mail rather than brick-and-mortar stores.