

Positioning Statement



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Positioning Statement



For your target market,
your brand/company name
is the product/service
that provides benefits over competition
because of reason to believe.

Jax Positioning Statement



For Boulder's discerning seafood lovers,
Jax Fish House
is the seafood restaurant
that offers the absolute best and freshest seafood
because our fish is flown in daily and prepared from scratch.

Apple Positioning Statement

For (individuals who want the best personal computer or mobile device), (Apple)

(target)

(brand)

is the (leader of technology industry) that delivers (the most innovative products)

(category)

(point of difference)

so they can (enjoy seamless experiences across all Apple devices & be empowered

(end benefit)

with breakthrough services), because (Apple takes an innovative approach to business

(reason to believe)

best practices, considering the impact our products have on customers & the planet).

About GE

GE (NYSE: GE) is the world's Digital Industrial Company, transforming industry with software-defined machines and solutions that are connected, responsive and predictive. GE is organized around a global exchange of knowledge, the "GE Store," through which each business shares and accesses the same technology, markets, structure and intellect. Each invention further fuels innovation and application across our industrial sectors. With people, services, technology and scale, GE delivers better outcomes for customers by speaking the language of industry. www.ge.com.

Brand Positioning Statement

To...	Online provider customers and Consumers in the market for a new TV provider
Dish Network is...	A satellite TV provider with an online-viewing service
That...	Gives you <u>the most seamless TV experience</u> so that you can stay stress-free during your downtime , whenever and wherever it may be.
That's because...	<ul style="list-style-type: none">• Dish Network's Hopper technology automatically skips commercials so your downtime stays uninterrupted.• With Dish Network, you can watch TV anywhere and anytime, even if you're offline* or away from home.• Dish Network provides all the shows and movies you could possibly want in one integrated service – no need for alternate sources and subscriptions.

* with an iPad

Your Brand Positioning Statement

At Newco,
a national IT consultancy,
we help law firms and legal departments
make their practices more productive and profitable.

As the leading IT firm specializing in the legal industry,
we are familiar with the hundreds of legal software applications.

Clients hire us because

- our suite of tools makes migration & configuration easy
- our team includes attorneys, engineers, CIOs, executive directors and project managers
- We have a reputation for doing a job once and doing it right
- 4 out of 5 clients put us on long-term contracts

“Reasons to Believe”



- Awards
- Ratings/Rankings/Surveys – JD Power, Inc 500, Zagat’s, “4 out of 5 Dentists choose...”
- Testing/Certifications -- UL, ISO
- Repeat business percentages – 97% of our customers..
- Usage – 4 million businesses run on QuickBooks
- Unique technology – Torqueflite transmission, Halogen headlights
- Guarantees – Lifetime warranty, 30-day test drive
- Testimonials/endorsements/high profile clients
- Price comparisons

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