

# Positioning Statement Revision - Examples

## Old tag line:

Leading the language services industry in globalization and testing

## *New tag line:*

*Create, translate, and transform your content, for any audience, anywhere in the world*

## Old positioning statement:

XYZ ACG is the XYZ globalization business, delivering end-to-end content creation and translation, rich-media development and management, as well as applications localization and testing. Leading the language-service industry, our team of dedicated consultants, software engineers, and project managers is supported by an extensive network of highly qualified business writers, linguists, and off-shore testers, all backed by XYZ productivity tools and leading-edge technology.

## *New positioning statement:*

*XYZ ACG simplifies your life by creating, translating, and transforming your global content, for any audience, anywhere in the world. Backed by proven XYZ tools and technology, our network of experienced linguists, creative consultants, engineers, and project managers design customized solutions for any international project.*