

# Positioning Statement and Tag Line Revisions

I revised our tag line and positioning statement to focus on the concerns of our customers instead of our group's leadership position in the language industry.

The new language highlights our global capabilities as well as our flexibility to provide services customized for each client's needs in a simpler and more concise way.

## 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 (65 words, 492 characters with spaces):

XYZ ACG is the globalization business in XYZ Technology, 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 Best Shore testers, all backed by XYZ productivity tools and leading-edge technology.

## ***New Positioning statement (45 words, 326 characters with spaces):***

*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.*