

Company C:

Positioning Statement: For elite athletes who want to optimize their athletic performance, Company C provides highly tailored and effective supplements so they can perform at their peak. Unlike our competitors who sell ineffective and underdosed products, Company C delivers the most transparent approach to supplementation by producing products with only two questions in mind: “Have the included ingredients been proven safe and effective for elite athletes? And if so, what is the most appropriate dosage for elite athletes?” Company C is NSF Certified for Sport and rigorously checks all products for adherence to the label.

Product Positioning Statement: Our product simply provides the most effective all-in-one recovery solution for elite athletes while delivering an unparalleled approach to label transparency.

Notes: Company C differentiates themselves through a strong focus on product efficacy, honesty, and label transparency—a combination of the best aspects of Thorne Research and Momentous.

Pricing	Marketing Tone
> \$1.66/serving	Frank + Informative

Company D:

Positioning Statement: Company D produces safe and effective supplements for elite athletes who want to optimize their athletic performance. By tailoring products toward our customers, creating the most effective formulas based on continuous research, and committing to excellent customer service, Company D delivers an unparalleled customer experience that allows our customers to feel and perform their best. We back this effort through NSF Certification for Sport and an 100% Satisfaction Guarantee.

Product Positioning Statement: Our product provides an effective, all-in-one recovery solution for elite athletes to help them feel and perform their best.

Notes: Company C differentiates themselves through a focus on an amazing customer experience—from ordering the product to seeing and feeling the results.

Pricing	Marketing Tone
> \$1.5/serving	Friendly + Learned