

POSITIONING & MESSAGING STRATEGY

ARC Mobiles - USP & Market Positioning

B2B positioning / proposition development

Finding the strongest customer benefit - then proving why the business can credibly own it.

THE BRIEF	Explore alternative positioning routes for ARC Mobiles in a competitive business-mobile market, connecting each customer benefit to a compelling reason to believe.
MY ROLE	USP development · Positioning alternatives · Benefit hierarchy · Reasons-to-believe · Headline concepts
AUDIENCE	Business buyers responsible for mobile communications and supplier choice.
APPROACH	Map potential benefits - savings, time, peace of mind, transparency, reliability and service speed - against evidence such as tariff analysis, dedicated account management, scale and retention. Then turn each route into positioning statements and headline options.

PORTFOLIO NOTE

This PDF contains selected extracts from a larger positioning and messaging strategy project. The extracts have been chosen to demonstrate the strategic approach, development of alternative propositions and style of the copy without reproducing the complete project.

01 / STRATEGIC EXTRACT

Start with benefits, then earn the claim

The strategy separates the customer benefit from the evidence that makes the promise believable - avoiding positioning that is distinctive in wording but unsupported in reality.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Deliver savings

ARC's tariff and usage check will prove to you the savings that are available; 94% of clients save money when they switch to ARC.

Save time and hassle

Let ARC search the market for you... Plus a direct line to your dedicated Account Manager means any questions or queries are solved quickly and without fuss.

Honesty and transparency

With 30,000 mobile phones connected, over 6,000 businesses helped, and 97% customer retention, you can be certain we'll work hard to delight you.

END OF COPY EXTRACT

THE THINKING BEHIND THE WORK

The value here is not simply the finished headline. It is the process of identifying alternative customer-value territories, linking each promise to a credible reason-to-believe, and turning the strongest routes into market-facing propositions that can be compared and tested.

02 / STRATEGIC EXTRACT

Turn strategic routes into usable messages

Each territory is taken beyond a label into proposition language and headline ideas that can be tested in the market.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Here's how 94% of clients save money when they switch to ARC Mobiles

Discover how much you could be saving on your mobile bill, with ARC Mobiles' 2-minute tariff check.

At Last! A mobile phone provider you can trust

Join over 6,000 businesses who choose ARC Mobiles for straightforward, transparent, and honest mobile communications.

Quickly eliminate frustrating mobile phone problems

With one call to your dedicated ARC account manager.

END OF COPY EXTRACT

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