

There are numerous competitors in throughout the United States, as well as throughout the world. Of these competitors, three rise to the top. [REDACTED] have captured market share of [REDACTED] respectively. With a combined market share of more than [REDACTED], therefore, they will be considered the major competitors, for purposes of the messaging strategy.

<i>Competitor</i>	<i>What's better about them, versus [REDACTED]?</i>	<i>What's not as good about them, versus [REDACTED]?</i>
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

The above analysis strongly suggests that a key benefit [REDACTED] has over its competitors is in the proactive detection of threats. Heuristics are severely lacking throughout the entire industry, with missed samples and false positives a significant drawback of all other vendors.

Positioning Strategy

[REDACTED] wishes to position itself as [REDACTED]. The implication of this is that [REDACTED] offers the same level of protection, but without [REDACTED].

[REDACTED] also understands that the world has changed. With the emergence of the online lifestyle – what is frequently referred to as “Web 2.0” – users’ activities have spurred a whole new level of threats. While traditional security vendors continue to largely focus on computer and application threats, [REDACTED] is focusing its efforts on the new and emerging threats borne from the online lifestyle of its target markets. [REDACTED] is agile and future-oriented, and is therefore in a better position to protect users against future threats.

Key Differentiators

Most security vendors offer a variety of products, scaled to fit a range of needs. This includes solutions for all types of malware detection and removal – viruses, spyware, phishing, and spam. However, [REDACTED] offerings include some features that are not necessarily common in the industry, or that otherwise provide a slight competitive advantage. The table below articulates these features, along with their corresponding benefits.

<i>Feature</i>	<i>Benefit</i>
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

Key Messages

Like all security vendors, [REDACTED] will obviously need to talk about security threats and how customers and prospects can protect themselves against them. However, the firm will actively seek to avoid the “me too” perception, and set itself apart from competitors. [REDACTED] will achieve this by focusing on the following key messages in all outbound communications:

- **New Breed.** Traditional AV and other security providers are focused on protecting computer applications. While this is certainly still important, today’s biggest threats – as well as the most prominent *emerging* threats – are targeted at the emerging online lifestyle. [REDACTED] assesses the type of

activities in which users are engaged, as well as the channels employed to conduct those activities, to proactively determine where future threats are likely to arise. █████ is therefore in the best position to keep users safe from the top emerging threats to the online lifestyle.

- **Proactive.** The company tagline, █████ refers not only to the shift in focus from protecting computers and applications to protecting *users* with a Web 2.0 lifestyle, but also to the advanced technology that fuels █████ solutions, which proactively detects unknown threats.
- **Effective Protection.** In independent tests by third-party industry organizations, including AV-Test, █████ products are proven to have some of the highest detection rates in the industry. Moreover, █████ products have been tested and certified by every major testing agency, including AV-Test, VirusBulletin, ICSA labs, and West Coast Labs.
- **Beneficial for Online Gamers.** With most security software, gamers are forced to make a decision between security and performance. Temporarily disabling security software is risky, to say the least, but maintaining security can prove disruptive to the gaming experience. █████ is one of the few security providers in the industry to develop gamer-friendly features, which offer full protection, while not interfering with the user activities. None of the major providers offers this feature.

Tone

To be noticed amongst the competition, █████ will need to take a different approach than its competitors. This is particularly true, due to the size and market command of some of the larger players, who have the ability to easily dominate the market with their messaging. As such, it is advisable that █████ take a less “corporate” tone in its messaging strategy, and instead adopt a more informal messaging scheme.

In fact, due to its small size and “newcomer” status, coupled with the fact that its main target audience is relatively young, technologically savvy men, █████ can be more edgy in its messaging. In the U.S. market, the company will have to be careful to mind “the line” between edgy and gratuitous, but with this in mind, the firm would do well to employ the following in its corporate tone:

- **Fun/hip/playful.** With technologically savvy men, humor and youth can be very effective in capturing their attention. However, this will need to be done with a great deal of tact, so as not to offend other portions of the market, nor to damage the reputation of the company, overall.
- **Web 2.0/cool.** One of the primary points of differentiation for █████ is the company’s focus on Web 2.0. Serving the needs of consumers who are engaged in these new activities sets the company apart from its competition. Additionally, the type of person engaged in these types of activities will tend to be, by their very nature, more cutting-edge and appreciate messaging that exudes the same. By appearing more “hip” and “cool”, while leveraging the power of the newest, hottest technologies, the company has the opportunity to truly connect with its target audience in new and unique ways.

Goals

█████ is seeking to achieve the following high-level goals with this messaging strategy:

- Build brand name recognition in the U.S. market
- Differentiate █████ from the competition. In particular, █████
- Overcome the industry’s commodity perception of the security industry
- Capitalize on the company’s strong reputation and history of leadership and innovation