

Company	Positioning/Tagline	Human Truth
Microsoft	Be What's Next	Some people want to have the power to not just KNOW what's coming next in a rapidly-changing world – they want to have the ability to get there first
IBM	Building a Smarter Planet	Some people want to feel that they are a part of something BIGGER than just generating profits for a company – they want to be part of building Earth's legacy
Wells Fargo	Building Better Everyday	Most people can relate to those that have made mistakes, owned up to them, and are <u>trying to get better every day</u> -- just like they are
UPS	We Love Logistics	Most business people think that the details of dealing with logistics get in the way of their success. They want to focus on “bigger things” while leaving the logistics to someone else.
GE	Imagination At Work	It's our imagination that creates new ideas and brings great things into reality. People in heavy industrial markets have as much potential – if not more -- to change the world than people in “sexy” consumer businesses
SAP	Run Simple	Many people in technology roles are tired of trying to keep up with the explosion of point solutions that often “break” and have to be integrated into existing systems
Accenture	High Performance. Delivered	Many business people see themselves as a combination of “innovative” and “pragmatic.”
Intel	Experience Amazing	Power-users of technology want to be on the frontier of what's possible and be amazed by new possibilities
Oracle	Eliminating the Complexity That Stifles Business Innovation	Business people are often frustrated by the amount of time they have to dedicate to internal issues vs. focusing on their customers
HSBC	The World's Local Bank	There's nothing better than a friend who has tremendous power but who still treats you like an equal