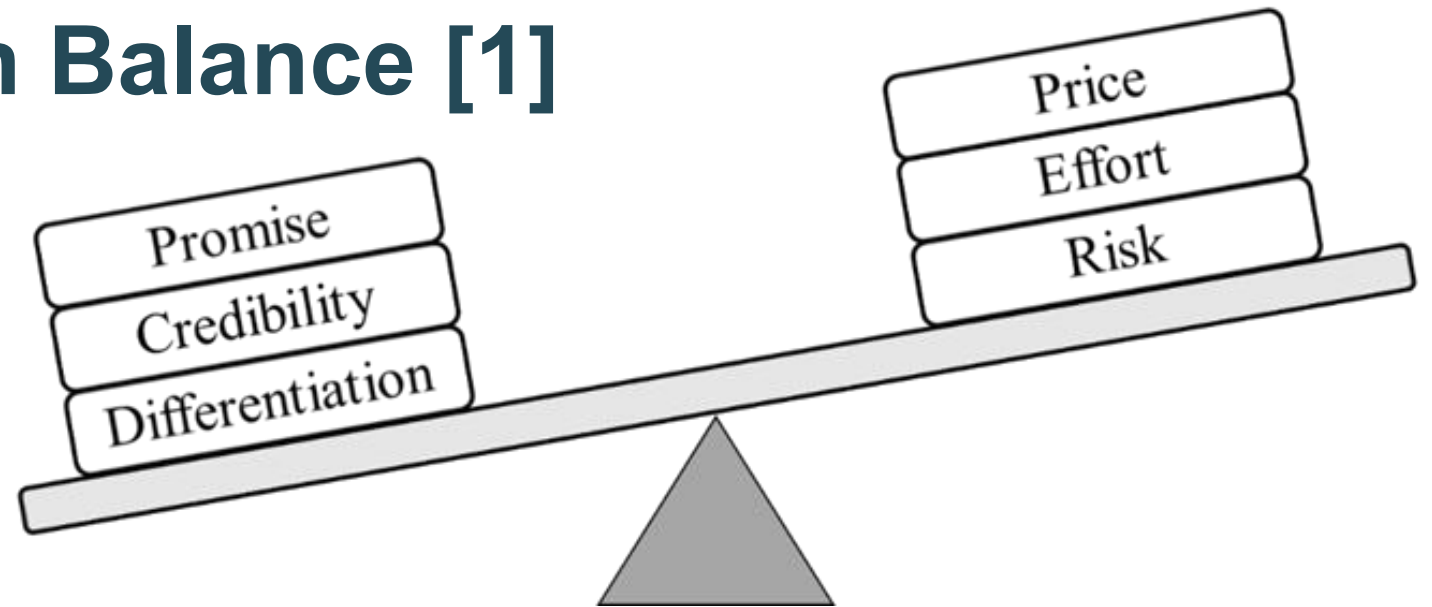


Value Proposition Balance [1]



- Value props communicate value
- Another way to think about a value proposition is to evaluate the balance of benefits and costs

[1] Builds on foundational work done by Mohan Sawhney

Promise

- State Farm - Like a good neighbor, State Farm is there.



Credibility

Satisfied owners

The most highly recommended bed in America

We're pretty sure you'll love your Tempur-Pedic mattress. How do we know?

There are over 4 million current owners who overwhelmingly say they love their mattress.

- Tempur-Pedic

94%

Tempur-Pedic owners like their mattress
94% of owners say they're satisfied overall with their Tempur-Pedic mattress (1)

92%

Tempur-Pedic owners get their best night's sleep
92% of Tempur-Pedic owners are satisfied with the quality of their sleep (1)



Tempur-Pedic owners are satisfied
9 out of 10 would buy a Tempur-Pedic mattress again for their bedroom (1)



Tempur-Pedic owners talk about their mattress
On average, Tempur-Pedic owners tell 14 people about their mattress (2)

Tempur-Pedic: the most highly recommended bed in America

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Differentiation

“ to make the best products on earth, and to leave the world better than we found it.”



Apple's Vision Statement

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Effort



We'll pick you up.®

Risk

- Hyundai: “America’s Best Warranty”

Vehicle & Powertrain Coverage



10-Year / 100,000-Mile
Powertrain Limited Warranty



5-Year / 60,000-Mile
New Vehicle Limited Warranty



7-Year / Unlimited Miles
Anti-Perforation Warranty



5-Year / Unlimited Miles
24-Hour Roadside Assistance

Parts, Accessories and Emissions Coverage



12-Month / 12,000-Mile
Replacement Parts and Accessories Limited
Warranty



8-Year / 80,000-Mile
Federal Emission Defect and Performance
Warranty



7-Year / 70,000-Mile
California Emissions Control Systems
Warranty


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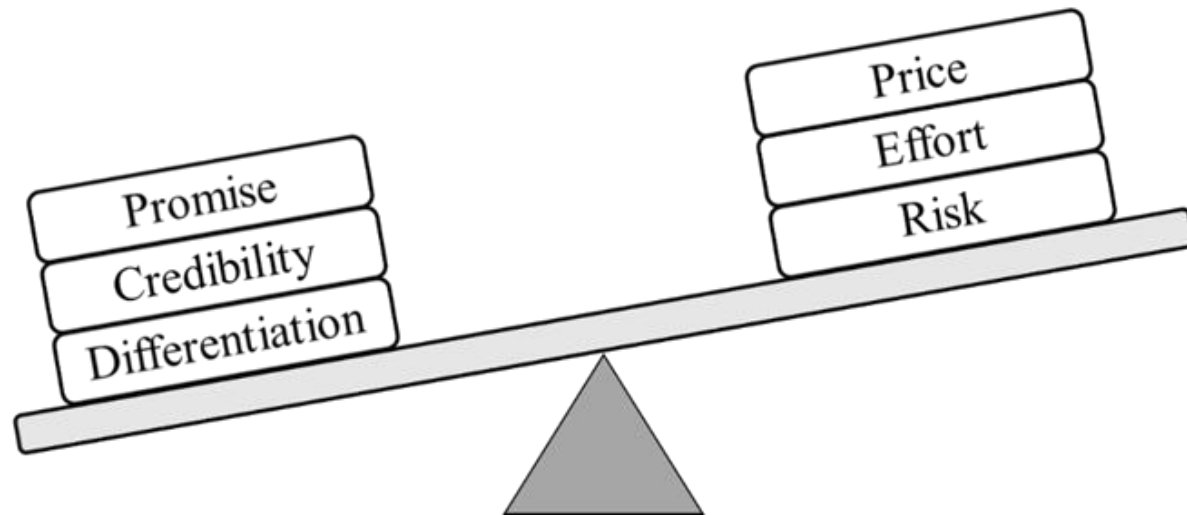
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Value Prop Balance?



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