

**Bodystat Marketing**

**Comparison of Product Silos**

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| **Silo** | **1500 Series** | **Q~Series** |
| **Ethos** | Meeting the needs and desires of the fitness industry | Providing the best BIA technology and body composition data |
| **Key words** | Motivational, fun, interesting, easy to understand, key business tool, retain customers, enhance service offered, inspirational, addictive, encourage, stimulate | Professional, Accurate, Easy to use, Easy to work with, Data integrity, Rigorous, Quality, Reliable , Pioneering , Innovative , Leading-edge , Expert, premier |
| **Feel** | Funky, friendly, modern, whilst still maintaining the quality reliability corporate principles. | über professional, sensible, serious, conservative, traditional, academic, scholarly |
| **Markets** | PT’s, fitness, Spa’s, Health Clubs, weight loss, motivational fitness & health care | Hospitals, Critical care, Tertiary education, research |
| **Products** | 1500 & 1500MDD | QuadScan 4000, Q~touch, MultiScan 5000 |
| **Logo** | ??? Logo Design |  |
| **Colour** | ?????? Logo Design | Pantone 072 |
| **Strap line?????** | Sustaining Health  Inspiring Change  Motivating you  Helping maintain health  Maintaining progress | Pioneering BIA  Quality, |
| **Font** |  |  |
|  |  |  |
| **Facebook** | Yes | No |
| **Twitter** | Yes | No |
| **App** | Yes | No |
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