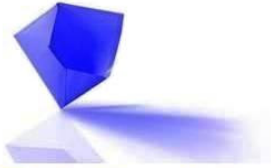


RCM Associates

PROJECT POSITIONING STATEMENT



**Marketing Communications
Public Relations**

CLIENT:

TYPE OF PROJECT:

TARGET AUDIENCE:

FEATURE 1:

BENEFIT 1:

FEATURE 2:

BENEFIT 2:

FEATURE 3:

BENEFIT 3:

tone:

KEY WORDS AND /OR PHRASES:

AS A RESULT OF THIS PROJECT, THE TARGET AUDIENCE WILL: