

CollageWall Positioning

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Based on what customers are ordering, we've learned that CollageWall displays appeal especially to parents, travelers, newlyweds, gardeners and small businesses. Below is our positioning to each of these audiences.

Parents & Families

- Chronicle kids and family life. *Watch them grow...*
- Remember why its all worth it—every day. *On bad days it helps to look over to the wall and remember the good days!*

Customer Projects:

- [Bring life to a wall](#)
- [Off your computer – onto the wall](#)
- [Two continents, two milestones, one collage](#)

World Travelers

- Relive your adventures. *And share them with guests easily.*
- Add windows to the world. *Update them after each trip.*
- Visualize stories for friends. *Tease your visitors with your best shots on the wall. They may even beg to see your slideshow.*

Customer Projects:

- [The sixteen wonders of the world](#)
- [Add a new window to your apartment](#)
- [Famous landmarks](#)

Newlyweds

- Celebrate the day—every day.
- Express their love with honeymoon photos. *After the honeymoon is over, you will always be reminded that the romance is still there—it just takes some time together.*

Customer Projects:

- [Two continents, two milestones, one collage](#)

Gardeners

- Bring the beauty of your garden indoors. *Fresh flowers—every day.*

Customer Projects:

- [Fresh flower arrangement](#)

Small Businesses

- Visualize mission
- Show latest work
- Give clients a great first impression
- Recognize employees and teams

Customer Projects:

- [Building a brand](#)
- [Made at TechShop](#)
- [Never out of fashion](#)