Choose two product attributes to distinguish the NFL Teams below from each other. Then, complete the positioning map with how you view these teams.

Before Super Bowl

Attribute #1

Attribute #2

Attribute #2

Attribute #1

Cincinnati Bengals

San Francisco 49ers

New York Giants

Jacksonville Jaguars
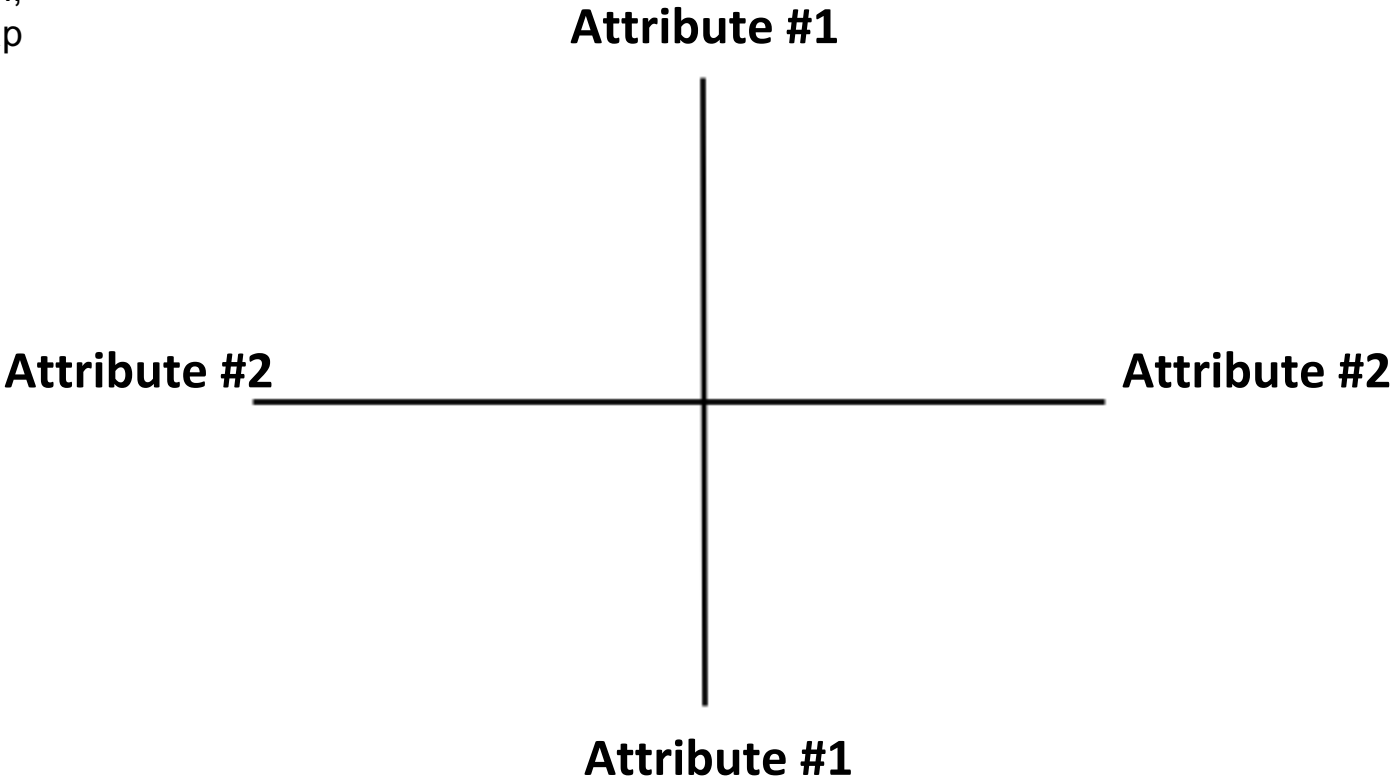
Buffalo Bills

Philadelphia Eagles

Kansas City Chiefs

Dallas Cowboys
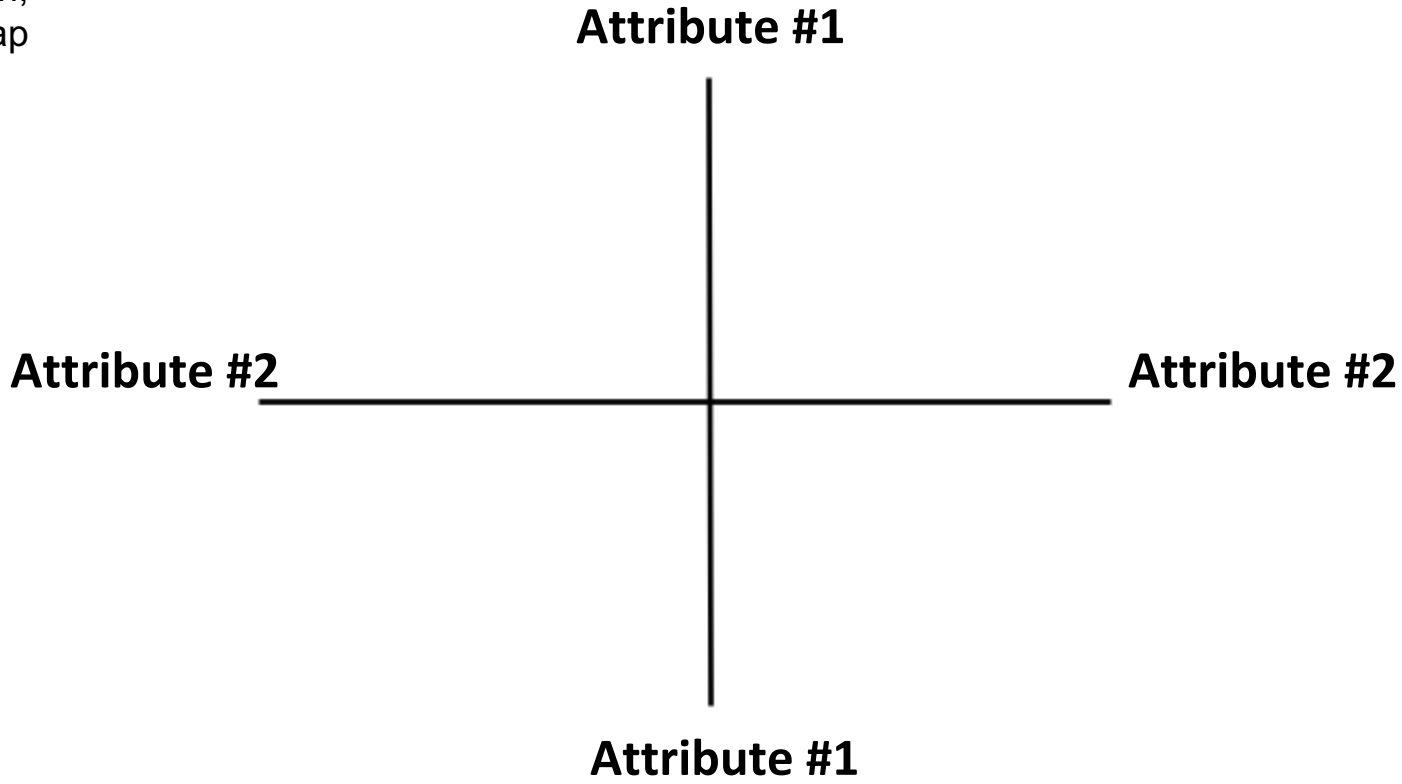
Choose two product attributes to distinguish the NFL Teams below from each other. Then, complete the positioning map with how you view these teams.

After Super Bowl

Attribute #1

Attribute #2

Attribute #2

Attribute #1

Cincinnati Bengals

San Francisco 49ers

New York Giants

Jacksonville Jaguars

Buffalo Bills

Philadelphia Eagles

Kansas City Chiefs

Dallas Cowboys

Choose two product attributes to distinguish the NFL Teams below from each other. Then, complete the positioning map with how you view these teams.

After NFL Draft

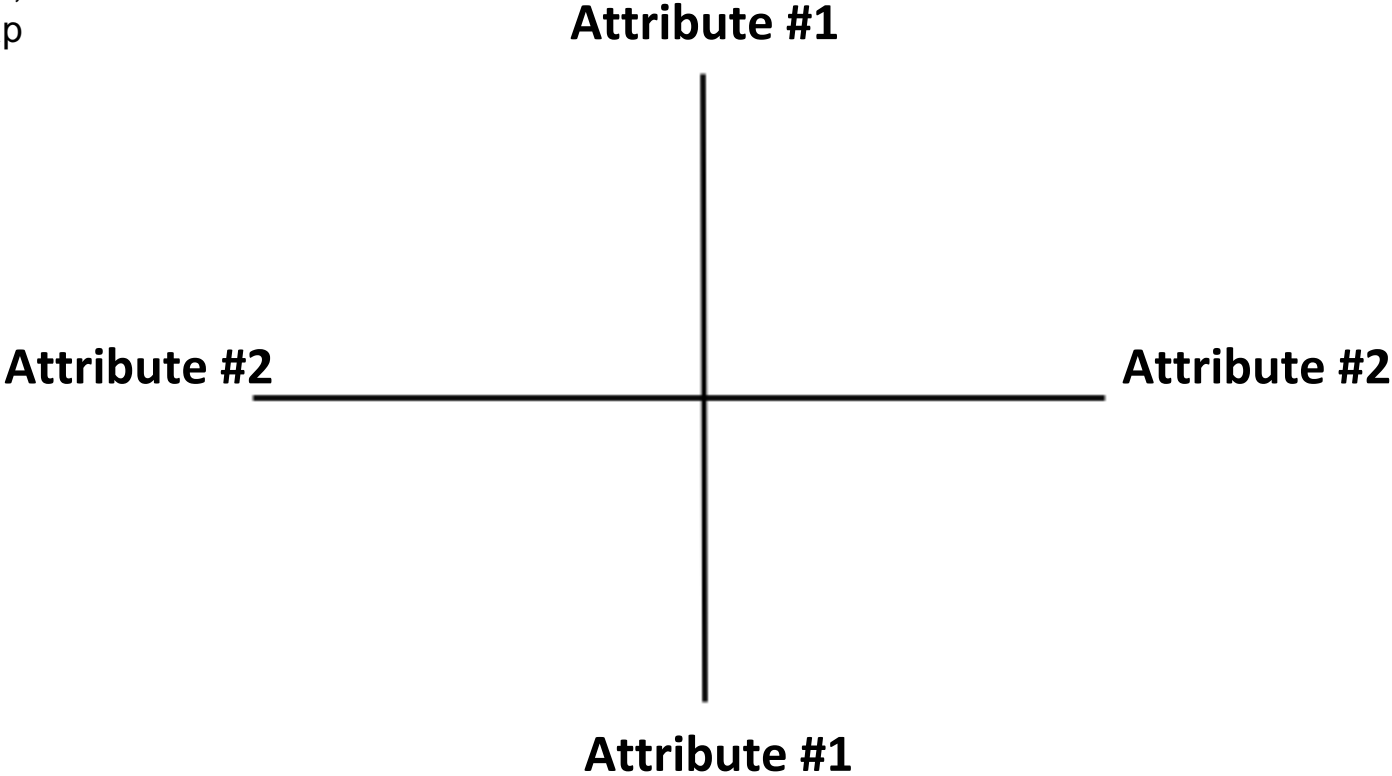Cincinnati Bengals

San Francisco 49ers

New York Giants

Jacksonville Jaguars

Buffalo Bills

Philadelphia Eagles

Kansas City Chiefs

Dallas Cowboys

Attribute #1

Attribute #2

Attribute #2

Attribute #1

Examples of Attributes for Product Positioning Map:

- Price
- Quality
- Number of options/selection
- Availability
- Performance
- Fashion