

DIGITAL PLATFORM UPDATE

The position is no longer a proposal. It runs everywhere.

Since Update No. 01, the repositioning was formally proposed, stamped, and applied to every page of the website, the conversion layer was rebuilt as four outcome-led doors, the Impact Engine went from pitch to build spec, and the whole operation moved onto GitHub for team collaboration.

Adopted for decision (BP-01): Diray Media is a TV-first performance media company. Four decades of buying judgment, amplified by the Impact Engine, score every media decision against the business outcome it was bought to move.

THE POSITION, SHIPPED

- BP-01, the stamped positioning proposal, argues the case in one page and asks leadership for four decisions: adopt the statement, call the brand direction, lock the naming, set the cutover date.
- The position applied sitewide: the value-prop hero, the Impact Engine named across the site, outcome-led CTAs, and "Total Video solutions" retired from copy, titles, and structured data.
- The 2026 value proposition live as a presentable page with the designed PDF as the leave-behind.
- The landing system became four doors mapped to the pricing ladder: Audit, Pilot (the default, with the honesty check as its signature), Partnership, and the net-new Rescue for buyers whose TV is not working.

THE SYSTEM BEHIND IT

- The pricing playbook: the four-rung engagement ladder with move-up triggers, fixed project scopes, estimate anchors, fee components, and guardrails.
- The Impact Engine documented end to end: the MVP build spec with its 60-day plan and acceptance checklist, and the MediaINSIGHTS systems map, including the one-client-door end state spanning performance, onboarding, and billing.
- Both repos pushed to GitHub and the team publishing guide live: a second teammate is onboarding into the exact same local setup.
- Copy discipline enforced: filler adjectives swept from both properties and every claim rewritten as something a buyer can check.

DECISIONS WE NEED The four BP-01 calls: adopt the statement · DirayCore or Fusion · naming locks · the diraymedia.com cutover date.

WEBSITE

[diray-website.pages.dev](#)

LIBRARY

[diray-design-library.pages.dev](#)

POSITIONING

BP-01 v1.1, for decision

LANDING DOORS

4, mapped to pricing

RESEARCH BRIEFS

10, dated and sourced

SOURCE CONTROL

Both repos on GitHub, main

TEAM

Second teammate onboarding

Every line above names a page that is live today. The previous update, No. 01, covered the rebuild itself; this one covers the position going into production.