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This article is about marketing concept. For other purposes, see USP (disbigation). In marketing, a unique sales offer (USP), also called a unique selling point, or unique value proposition (UVP) in the canvas business model, is a marketing strategy to inform customers about how their own brand or product outperforms their competitors (in addition to other values). It was used in successful advertising campaigns in the early 1940s. The term was coined by tv advertising pioneer Rosser Reeves of Ted Bates. Theodore Levitt, a professor at Harvard Business School, suggested that differentiation is one of the most important strategic and tactical activities in which companies must constantly participate. The term has been extended to cover its personal brand. The Definition of a Unique Sales Offer (USP) refers to the unique benefit of a company, service, product or brand that allows it to stand out from the competition. A unique sale offer should be a feature that emphasizes the benefits of a product that make sense to consumers. As Dr. James Blythe described, USP contains one feature of the product that is most different from the competition, and is usually a feature that conveys unique benefits to the consumer. Communicating with USP is a key element of branding. In reality in advertising, Reeves laments that USP is widely wrong. He laid out three basic rules for advertising that encapsulated his perceptions of USP: Every advertisement should make an offer to the consumer, not just words, product puffery, or show-box advertising. Each advertisement should tell every reader: Buy this product, for this particular benefit. The offer should be one contest can not or does not offer. It has to be unique - either in the brand or the claim the rest of this particular advertising area does not. The offer should be strong enough to move the masses, i.e. attract new customers as well as potential customers. The importance of See also: The development of the creative strategy of the USP Concept has become one of eight broad approaches to creative performance in advertising. The USP approach is recommended by whom? where a high level of technological innovation characterizes the product category. Clear USP helps consumers understand the differences - even non-existent differences - between brand offerings in the category, and can also help consumers form a positive attitude towards the brand and ultimately can help improve brand recall. In order to determine the appropriate USP for any given brand, marketers need to conduct extensive research of the category as well as consumers. It is important to be able to find in the market, ensure that that is something that is unique as well as something that is appreciated by potential customers. Sellers should also try to sell the brand for themselves; it's so they know they are passionate about the product and sure it can succeed. (quote is needed) The seller needs a key moment to use when trying to sell their product or service, and come up with it before the sale wins. (quote is necessary) Having a point of difference to stand out is a major benefit in the markets: Customers will be attracted to the business if it offers something that no one has. (quote is necessary) Regardless of whether the differences are subtle or egregious, they can be the driving force that ensures that the end consumer makes the desired decision when choosing one product over competition. This is exactly what every business should be looking at citation is necessary whether it's a home delivery service from a store or all organic food in a restaurant. In markets that contain many similar products, using USP is one of the methods of campaigning to differentiate the product from the competition. Products or services without differentiation risk that the consumer will see them as goods and interchangeable, thereby reducing the price potential. Thus, having a unique selling point is essential for a successful business that can handle the current competition as well as possible future bidders in similar markets. (The quote is needed) Desktop personal computer market is one example for many manufacturers and the potential for new manufacturers at any time. Apple used the slogan Beauty Outside, Beast Inside for its Mac Pro campaign to differentiate its product as beautiful compared to any other desktop computer. Customers of this product were willing to pay a high price compared to technically similar desktop computers. (quote needed) Apple differentiates itself with a focus on aesthetics and cutting-edge technology. Wal-Mart's Save the Money, Live Better (Waiz, 2013). Wal-Mart is concerned about being the cheapest department store and reminding customers that it's not how much one spends on the product that matters. This USP relies on strong, direct and concise messages that give consumers a clear idea of what value they will get when choosing a brand or product. Something so simple that can attract customers like that and show a unique selling business offer is what people are looking for. Marketing strategies are very important for different companies to establish their identity and increase market share. Examples below are examples of unique offers to sell. What is considered a slogan, amplified with the differentiated advantage of a product or service. As a rule, uniqueness is delivered by a unique process, ingredient or that gives the described benefit. Anacin Fast, incredibly fast relief. In 1952, Rosser Reeves created a television ad that capitalized on Anacin's special ingredient, caffeine, offering the limitations of other aspirin and repeating, three times, the differentiation of the sentence: quickly. MSM: It's in my mouth, not my hand. 1954 MSM uses a patented solid sugar coating that keeps chocolate from melting in their hands, so chocolate soldiers can carry with them, compared to other brands. Head and shoulders: Clinically proven to reduce dander. After 10 years of research it was found that zinc pyrithione is an ingredient that has been really effective in eliminating dandruff where other products have not been effective. Adding the name Shoulder to the product name also indicates that the product has removed the signal white marks on clothing caused by dandruff flakes falling from the hair. Domino's Pizza: You get a fresh, hot pizza delivered to your door in 30 minutes or less, or it's free. 1973-1993 You Got 30 Minutes 2007- Domino's uses what it calls the make line and other systems to quickly make pizza. FedEx: When it's absolutely, positive should be there overnight. 1978-1983. FedEx was the first company to specialize in night-time air travel and was the first to introduce package tracking. This innovative advantage was made possible by the new system outlined in the founder's work in 1965. Metropolitan-Das: Meet. He pays. The Met's newer Life Policy was a sales success for the company. The policy offered one-third more coverage, at the same price, and rose in cash value for more pay over time. In the advertisement, the Met compared the purchase of the policy with the purchase of a home. See also: The Advertising Campaign of Advertising Management Integrated Marketing Communications Killer App Marketing Communications Promotion (Marketing) Advertising Mix Point of Difference: POD Competitive Advantage Links - Levitt, Theodore (1986). Marketing Fantasy (New, Extended: Free Press. ISBN 0029191807. Inventing your own personal brand. Harvard Business Review, March 2011. - Entrepreneur. (No date). Unique Sale Offer (USP). Received March 29, 2016 from entrepreneur - based on Laskey, H. A., Day, E., and Crask, M.R., Typology of Basic Message Strategies, Advertising Journal, page 1, No. 1, 1989, p. 36-41. Blythe, Jim (2005-01-01). The basics of marketing Financial Times Prentice Hall, page 250. ISBN 9780273693581. Reeves, Rosser (1961). Reality in advertising. McGibbon and Ki. 46-48. ISBN 0394422288. a b Laskey, H. A., Day, and Crask, M.R., Typology of Basic Message Strategies, Advertising, Advertising, 18, No. 1, 1989, page 36-41. Masterson, R., and Picton, D. 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