

UNIQUE SELLING PROPOSITION (USP)

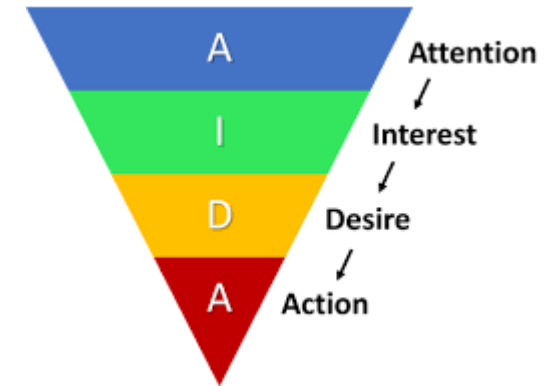
= unique selling point or unique value proposition
(UVP)

a marketing strategy

how a brand / product is superior to its
competitors



AIDA



four stages in promoting a product:

1. attract the **A**TTENTION of potential customers
2. arouse **I**NTEREST in the product
3. create a **D**ESIRE for its benefits
4. encourage customers to take prompt **A**CTION

- What kinds of customers is the advertisement / commercial directed at?
- What exactly is the product being 'sold'?
- What is the 'Unique Selling Proposition' of each product?
- How well does each ad succeed in the four steps of 'AIDA'?
- What changes (if any) would have to be made to the style or tone of the ads to make them suitable for your country?

