

U.S.P.

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U.S.P.

- unique selling proposition, or
- unique selling point

Unique Selling Point

- Special
- Differentiation
- Short and to the point
- Promise/guarantee to consumer

Benefits and USP

- Rachel's Yoghurt



- USP: (delicious) organic

Benefits and USP

- Kale



- USP: zero fat “super food”

Benefits and USP

- FedEx



- USP: guaranteed next day delivery

project progress...

- Identify the benefits and define the USP of your consumer products/services
- Explore ambient solutions for your consumer products that will engage your TA
- Deliverables: digital mock-up, concept board for ambient solution

- Be prepared to discuss your research and development when we meet each week.

FORMATIVE PRESENTATION & ASSESSMENT
Monday 8th March 9.30am