

USP + SMP

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Advertising Terms:

- USP...
- Key insight...
- SMP...
- “The big idea”
- key takeaway...
- Unique Selling Point
- Insight into the problem (from research)
- Single-Minded Proposition
The What... message you want to convey (from client brief)
- The How... visuals, content, headline, copy, media, print, TV, radio, event etc
- main message that TA leaves with

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

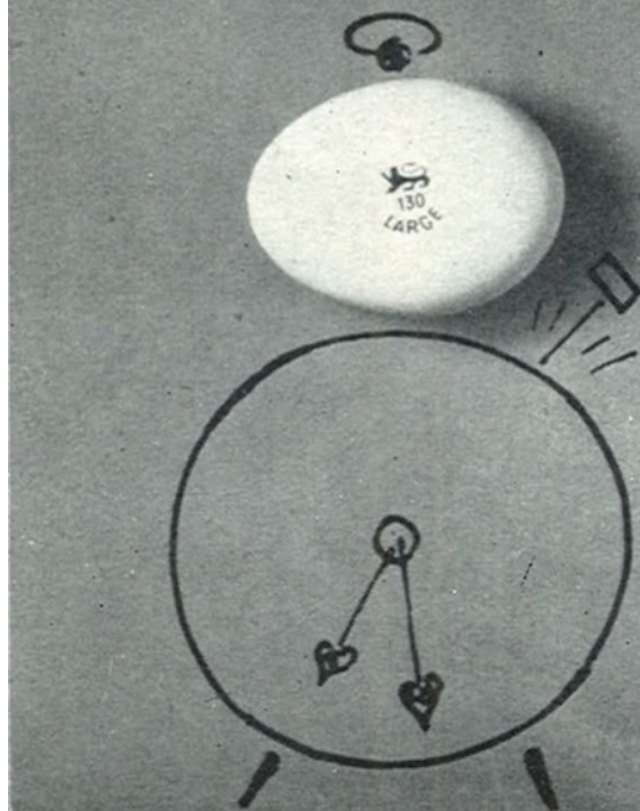
- FedEx



- **USP:** guaranteed next day delivery

Case Study

Go to work on an egg



“Go to Work on An Egg”

- advertising slogan used by the Egg Marketing Board
- spent more than £12 million on campaign, including TV adverts starring comedians Tony Hancock and Patricia Hayes.
 - The commercials were created by British director, Len Fulford (eggman mentioned in Beatles “I am the Walrus”).
 - Author Fay Weldon helped to create the campaign



Egg example...

- Benefits (USP*)...
- cheap, readily available, packed with protein, diverse ways and quick to prepare
- Key insight...
- nutritionists advise protein for energy at start of day

S.M.P.

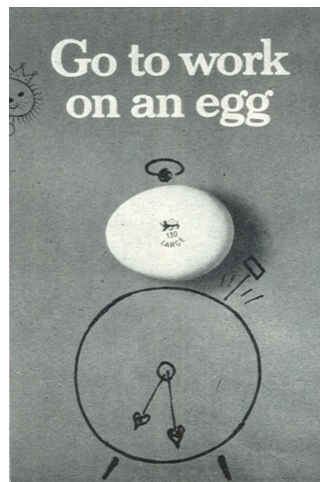
- Single-Minded Proposition...
- the message you want to convey
- ...usually a simple statement communicating one main point...
- ...being single-minded is what makes it powerful and effective

Egg example Single-Minded Proposition

- an egg for breakfast is the best way to start the working day

Egg example “The big idea”

- Copywriting slogan: Got to work on an egg!
- Visual concepts: drawn characters, going to work on photographic eggs, printed posters, TV



Egg example

- Target Audience key takeaway...
- I'm going to start eating eggs for breakfast...

Solving the problem...

- Single-Minded Proposition becomes the foundation that the advertising strategy is based on...

Go to work
on an egg



GO TO WORK
ON AN EGG



Go to work
on an egg



GO TO WORK
ON AN EGG



Single-Minded Proposition

- the message you want to convey
- Case studies...



- De Beers Diamonds are forever slogan, was losing its meaning, J. Walter Thompson **SMP** :
- – show that other gifts are fleeting compared to diamonds (and do so in a way that is befitting to diamonds themselves)



- T-Mobile Life is for Sharing, Saatchi & Saatchi, **SMP** :
- – create a live event so memorable that people just had to share it

project progress...

- Identify the benefits and define the USP of your consumer products
- Consider the Single-Minded Proposition...
what message do you want to convey
- Explore ambient solutions for your consumer products that will engage your TA

project progress...

Deliverables:

- concept boards of ambient solution/campaign
- 3D prototype / mock-up

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

FORMATIVE PRESENTATION & ASSESSMENT
Monday 14th March