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| **Mentor Albert Young Choi’s BRAND DESIGN Worksheet** |
| **Advertising Analysis USP Matrix Chart** |
| **Use this USP Matrix Chart** to analyze and compare the advertising of your brand and the competitor. |

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| the "four P's" of marketing  | **Analyzing the Selling and Proposition****Your Brand AD:** |
| **Selling (customer’s behaviors)** | **Proposition (brand’s attributions)** |
| Physical Factors | Psychological Factors | Physical Factors | Psychological Factors |
| **Product** **Characteristics** |  |  |  |  |
| **Price** **Structure** |  |  |  |  |
| **Placement** **Strategy**  |  |  |  |  |
| **Promotional** **Strategy** |  |  |  |  |
| the "four P's" of marketing  | **Analyzing the Selling and Proposition****Competitor’s Brand AD:** |
| **Selling (customer’s behaviors)** | **Proposition (brand’s attributions)** |
| Physical Factors | Psychological Factors | Physical Factors | Psychological Factors |
| **Product** **Characteristics** |  |  |  |  |
| **Price** **Structure** |  |  |  |  |
| **Placement** **Strategy** |  |  |  |  |
| **Promotional** **Strategy** |  |  |  |  |

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