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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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