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| **Mentor Albert Young Choi’s BRAND DESIGN Worksheet** |
| **USP Matrix Chart** |
| **Use this USP Matrix Chart** to find propositions and USP strategies **for** **your brand strategy process with your team.** |

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| the "four P's" of marketing  | **Analyzing the Selling and Proposition****Your Brand:** |
| **Selling (customer’s behaviors)** | **Proposition (brand’s attributions)** |
| Physical Factors | Psychological Factors | Physical Factors | Psychological Factors |
| **Product** **Characteristics** | 1.2.3. | 1.2.3. | 1.2.3. | 1.2.3. |
| **Price** **Structure** | 1.2.3. | 1.2.3. | 1.2.3. | 1.2.3. |
| **Placement** **Strategy****(Location and Distribution)** | 1.2.3. | 1.2.3. | 1.2.3. | 1.2.3. |
| **Promotional** **Strategy** | 1.2.3. | 1.2.3. | 1.2.3. | 1.2.3. |

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