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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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