

Great marketing agencies

■ Reeves and the USP

Behind marketing agencies there are always marketing masters and pioneers. One of them is Rosser Reeves who, in his book *Reality of Advertising* (1961), explained his greatest invention in this field: the **Unique Selling Proposition** (USP).

He defined a USP as having three parts:

1. each ad must make a proposition – “Buy this product and you get these benefits”;
2. the proposition must be unique – something that your competitors do not, cannot or will not offer;
3. the proposition must sell – it must be something consumers really want; it must pull them over to your product.

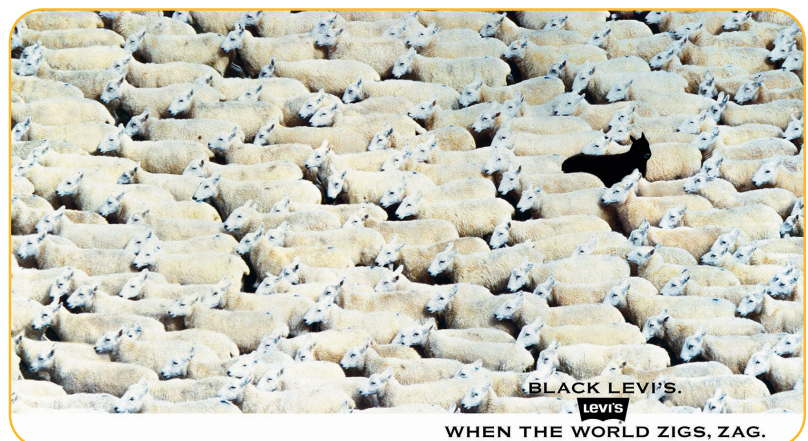
In a nutshell, a USP briefly and clearly explains a single quality about the product that lets it stand out against competition.

The most memorable USP Reeves developed was the one for M&M's. At the time, M&M's was one of the first sugar-coated chocolate candies on the market, so, Reeves wrote, “It **melts** in your mouth, not in your hands”.

■ Saatchi & Saatchi

A royal force in the world of advertising has been Saatchi & Saatchi since the Seventies, when the two brothers founded a marketing agency which created some of Britain's

to melt: *sciogliersi*
 herd: *gregge*
 real estate: *proprietà immobiliare*





Good Food, Good Life

most iconic and influential campaigns, with memorable slogans, such as: “Good Food, Good Life” (Nestlé), “Because you are Worth it” (L'Oréal Paris), “There are some things you can't buy. For everything else there's MasterCard”.

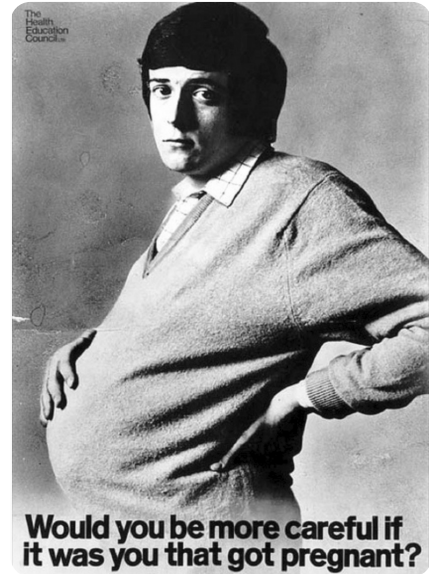
■ BBH

One of today's British biggest marketing agency is BBH, whose founders (Bartle, Bogle, and Hegarty) are three very successful copywriters who have won many awards. The agency's first ad was for Levi's and it showed a black sheep going against the **herd**. It became the agency icon like the phrase, “When the world zigs, zag,” which proved very successful.

1  **PAIR WORK** Look at this poster of Saatchi & Saatchi (1969). Surf the web to look for information on why it has become part of popular British iconography.

2   Read these famous USPs. Match them to their brands; use the Internet if you need to. Then, explain why you think they were successful.

- | | | |
|--|--------------------------|-----------------------|
| 1. We're number two. We try harder. | <input type="checkbox"/> | a. De Beers |
| 2. A diamond is forever. | <input type="checkbox"/> | b. GoPro |
| 3. They'll fight over it when you're dead. | <input type="checkbox"/> | c. FedEx |
| 4. A portable camera that's small, easy to use and robust. | <input type="checkbox"/> | d. Michael Jackson |
| 5. The King of Pop. | <input type="checkbox"/> | e. Avis |
| 6. You get fresh, hot pizza delivered to your door in 30 minutes or less or it's free. | <input type="checkbox"/> | f. Domino's pizza |
| 7. When it absolutely, positively has to be there overnight. | <input type="checkbox"/> | g. Saddleback leather |



3   Read the text and complete it with the missing words.

marketplace • competitors • unique • left over • sales slogan • price • advantage • match • fastest • focus • basis • the better

How to Develop your USP

To develop your USP, you need to

- 1.** on your business and ask yourself a few questions:
- What is **2.** about my business that makes me special?
 - What can I offer better than my **3.** (for example product selection, service standards, or staff training).

Then consider your customers:

- What need or want do my customers really want to satisfy?
- What is the main reason my customers buy from me?
- What can I do to **4.** or exceed their expectations?



Answering these questions will help you to establish your competitive **5.** – the edge you have over your competition. For example, a floral delivery service may have as its competitive advantage the fact of being the **6.** local delivery at affordable prices.

One way of using your USP to convey your competitive advantage to your customers is to develop a **7.** like, for example:

- We deliver on service, on **8.** and on time;
- Fresh flowers delivered fast;
- Time **9.** to smell the roses.

The catchier your sales slogan **10.**, because you want your customers to remember it the next time they will buy from you.

Review your USP

It is important to review your USP on a regular **11.** Just because you've developed a USP and used it to advertise your business doesn't mean it will work forever. Your **12.** may change, your competitors may catch up with you, or your customers' wants and needs may be different in the future.