

# Sample Needs, Features, and Benefits

<b>Product</b>	<b>Targeted Segment</b>	<b>Need</b>	<b>Feature</b>	<b>Benefit</b>

# Developing a Unique Selling Proposition

- For (target market)
- Who (statement of need or opportunity)
- The (business name) is a (product/service category)
- That (key benefit)
- Unlike (primary competitive alternate)
- Our business (primary differentiation)
- Is available (where)

- For \_\_\_\_\_
- Who \_\_\_\_\_
- The \_\_\_\_\_ is a \_\_\_\_\_
- That \_\_\_\_\_
- Unlike \_\_\_\_\_
- Our business \_\_\_\_\_
- Is available \_\_\_\_\_

# Six Sentence Advertising Strategy\*

- **Primary Purpose**
  - What is the primary purpose of our ad?
- **Primary Benefit**
  - What unique benefit can we offer customers?
- **Secondary Benefit**
  - What other key product attributes support our unique product benefit?
- **Target Audience**
  - At whom (what market segments) are we aiming this ad?
- **Audience Reaction**
  - What response do we want from our audience?
- **Company Personality**
  - What image do we want to convey in our ads?