

***Д.А. Сланова***

*4 курс, Высшая школа управления  
науч. рук. доц. М.А. Горбунова  
e-mail: lgusova@mail.ru*

## **Unique Selling Proposition as a Part of a Modern Business**

It is increasingly difficult to imagine effective business in modern realities without active use of marketing and advertising. World corporations often pay more attention to advertising than to managing the quality of products and services, because it is an excellent tool for promoting a particular

product to the market. Marketing is often called a business philosophy. Modern companies, private entrepreneurs often build not marketing around the business, but business around marketing. Today, “promotion of goods” involves the social networks that have become one of the most important parts of our society’s life.

There is a wide pluralism of concepts and marketing tools. However, we decided to concentrate our attention on such an interesting definition as a unique selling proposal (or shortly – USP). Many businessmen underestimate this concept, however, there are many examples that prove its effectiveness and productivity.

So, what does USP exactly mean?! A unique selling proposition is an advertising concept according to which the promotion of a product or service needs to be formed on the basis of certain unique properties of a product or service that the consumers understand and benefit from. In other words, this is what distinguishes a particular product from competitors. These are the unique, distinctive features and characteristics that other products in this area do not have.

A spectacular example of USP is the world brand of chocolate M&Ms, because it was created as “chocolate that does not melt in the hands” [3: 37]. Another example is Clara Ritter’s proposal. Her idea was to replace the standard form of chocolate bars and use the knick-pack, which is easy to break, while a square chocolate is easy to carry in your pocket. And the well-known appeared: “Quadratisch. Praktisch. Gut!”. These examples really look innovative, unique, very unusual and, for sure, they bring huge profits to their owners.

The creator of the USP concept is the American advertiser of the twentieth century, the author of many famous advertising slogans, the guru of advertising practice Rosser Reeves. In his opinion, advertising should sell the product, immediately capturing the consumer’s attention with one, but unique and strong proposal, which is not available in competitive products.

Of course, the concept is based on certain principles. Firstly, it is important to show in advertisement for consumers their benefit from the acquisition of a particular product or service. Secondly, is the absence of the same USP from competitors [1: 14]. And, finally, the main principle is that advertising should so influence the client that arouses his interest and encourages him to take certain actions. It is important to remember that today business often focuses on arising emotions.

Many people now believe that it is urgent to start a business exactly with the development of the USP. There is a unaffected algorithm for creating a “business card” of a product or service. The whole algorithm can be divided into five parts:

- Identification of the potential customers who would be interested in purchasing this product or service. For example, if we are talking about a jewelry store, then, most likely, the main buyer will be men of mature age.
- Searching for customer problems. It is necessary to put yourself in the client's place and wonder about what problems they may have.
- Identification of characteristic qualities. It is necessary to find and describe several unique properties, which are not available for competitors.
- Guarantees. First of all, this confidence from the manufacturer is necessary for the consumer to be sure of the quality of the goods. An example is slogans of pizzerias like "Our courier will deliver you pizza in no more than 20 minutes. Otherwise, it will get to you for free!".
- Direct creation of the USP. It is necessary to rework all four points and fit them into a couple of sentences.

We must not forget that the USP should be concise and understandable for the broad masses of people. It should not be false [2: 4]. For example, companies that position themselves just as those with the "lowest prices" can hardly be called unique. In this sense, the commercial network of home appliances M-Video distinguished itself. They included the guarantee in their advertising campaign: "If you find the price lower than in our stores, we will sell you the product at the same price and provide a discount for the next purchase." Another example is the American coffee company Mocha Kiss. Its owner, Jeremy Garsistal, came up with not just cooking natural coffee, but also delivering it ... to Hollywood. In just a few months, having thoroughly studied the tastes of famous directors and actors, he, thanks to his tremendous success, realized the uniqueness of his idea.

Thus, we can conclude that the unique selling proposal is now an integral part of any business. Indeed, in our time, with a very wide range of different goods and services, with substitute goods and alternative products, it is very difficult to break into the market and make your goods popular and desired. When creating a USP it is important to remember that this is primarily not the creation of a unique product (service), but the search for the best strategy for its advertising.

### ***Библиографический список***

1. Быхно А.С. Место под солнцем. Как копирайтеру отстраиваться от конкурентов на глобальном рынке? Пошаговая разработка УТП [Электронный ресурс]. Режим доступа: [www.alexscoru.ru](http://www.alexscoru.ru).
2. Орлов В. Все об УТП: научная статья [Электронный ресурс]. Режим доступа: [www.consillieri.ru](http://www.consillieri.ru).
3. Reeves R. Reality In Advertising. Litres, 2016.