



## USP's - WHAT ARE THEY?

**Unique Selling Points (USP)** are things about your product or service which make it different and in most cases, more attractive to the customer. When you refer to something as a USP, you should always focus on how it benefits the user.

They help to set you apart from other similar products or services

There are lots of types of USP's. Examples include:

### Generic

- 100% Irish
- Sourced and produced locally
- Supporting local employment
- Supports the livelihoods of local farmers and the local community

### Food:

- Quality Assured (see resource E)
- Free from additives
- Free from preservatives
- Made using only natural ingredients
- Ingredients sourced from sustainable farms
- Health benefits
  - o Reduces cholesterol
  - o High in fiber
  - o Low in fat
  - o Sugar free
  - o Salt free

### Service or non food:

- Guaranteed for X years
- First service free
- Free helpline
- 24 hour assist
- Free delivery
- Materials sourced from sustainable sources (woodlands)

## Creating a key USP

As many products or services are largely identical, you must identify the main advantage your product or service offers over the competition, in order to make your advertising message attractive.

