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A FREE RESOURCE FOR BUSINESS

# DEFINING BRANDS UNIQUE VALUE PROPOSITIONS

Articulating a clear, concise, and compelling explanation of what your business offers, how it solves your customers' problems, and what sets it apart from competitors. It's a unique blend of your products or services, customer service, brand, and pricing that provides specific benefits to your customers.

**A strong UVP directly addresses the following aspects:**

- **CUSTOMER RELEVANCE:** WHAT ARE THE NEEDS OR CHALLENGES OF YOUR TARGET CUSTOMERS? HOW DOES YOUR PRODUCT OR SERVICE MEET THESE NEEDS OR SOLVE THESE CHALLENGES?
- **UNIQUENESS:** WHAT MAKES YOUR PRODUCT OR SERVICE DIFFERENT OR BETTER THAN THOSE OFFERED BY YOUR COMPETITORS? THIS COULD RELATE TO ANYTHING FROM QUALITY, FEATURES, PRICING, CUSTOMER SERVICE, OR YOUR BRAND'S VALUES OR STORY.
- **VALUE:** WHAT TANGIBLE RESULTS OR BENEFITS CAN CUSTOMERS EXPECT FROM USING YOUR PRODUCT OR SERVICE?
- **CREDIBILITY:** DO YOU HAVE EVIDENCE OR TESTIMONIALS THAT PROVE THE EFFECTIVENESS OF YOUR PRODUCT OR SERVICE?

**Example of UVP:** For a digital marketing agency like BRD Marketing, their UVP might be "At BRD Marketing, we deliver ethical, transparent, and result-driven digital marketing solutions tailored to the unique needs of your local business, helping you flourish in the digital world."

***Remember,** your UVP should be clear and concise, easily understood in a matter of seconds, and it should be able to answer why someone should choose your brand over a competitor.*