

Why would you highlight that?

It's great to highlight your USP (Unique Selling Proposition). In fact, you should. You should communicate to your target audience what makes you special or different than others, especially if you are in a crowded marketplace. A couple of days ago, I came across this ad in the newspaper:

Free Pickup & Delivery
Includes Moving Furniture, Rolling and Relaying Your Rugs!

Hadeed

ORIENTAL RUG CLEANING
& IN-HOME/OFFICE SERVICES

*If You Stand On It,
Joe Hadeed
Stands Behind It!*

GRAND OPENING! of our RUG SALES SHOWROOM!

Every Size Available! 2x3 All
The Way to Embassy Size!
Incredible Selection with a
3 Million Dollar Inventory!

**RUGS
30%-50%
OFF!**



Scan This
to See Our
Entire
Inventory!

889 W Maple Ave. Vienna, VA 703-962-6884

25% Off
First Cleaning
OR
50% Off
Initial Cleaning
With a 6-time
service package
Maid Service

*Expires 1/19/13.
Not valid w/any
other offers.

Any 3 Areas (400 sf)
\$99*
4 to 7 Areas (600 sf)
\$169*
8-10 Areas (1000 sf)
\$269*

**Wall to Wall
Steam
Cleaning**

*Expires 1/19/13.
Not valid w/any other
offers. Basic steam
clean

**10%
Off**

**In-Plant
Rug
Cleaning**

*Expires 1/19/13.
Not valid w/any
other offers.

**5%
Off**

**In-Plant Rug
Restoration
& Repair**

*Expires 1/19/13.
Not valid w/any
other offers.

\$80
Each Bathroom
Floor
Coloring & Sealing
Available Upon
Request
\$99 minimum order.

**Tile and
Grout
Cleaning**

*Ceramic & Porcelain
only. Expires 1/19/13.
Not valid w/any other
offers. Residential only.

\$85 Off
Whole House
Air Duct
Cleaning
(Per System)

**Dryer Vent
Cleaning only
\$95**

*Expires 1/19/13.
Not valid w/any
other offers.

Call or visit
our website
For Details!

Hurry Enroll in the

BUCKS!
Rewards Program

All Loyalty Cards Come
Preloaded with \$50-\$3000!

A Trusted Resource Since 1955
for Cleaning, Repair, and
Restoration of the Region's
Finest Carpets & Rugs.

USHII

All Hadeed Employees Go Through
a Rigorous Background Check by
**UNITED STATES HOMELAND
INVESTIGATIONS INC.**

Have Peace of Mind Knowing That All of Our
Employees Are Professional & Courteous with
No Criminal Background! Drug Free &
Authorized to work in the U.S.

You Must
Check Out Our
New Website!

889 W Maple Ave. Alexandria, VA 1-703-466-8704 | 301-637-1163

Find a complete listing of all our
convenient drop-off locations at... **HadeedCarpet.com**

above has numerous claims for your attention: special pricing, free pick up, new showroom, new website AND that they have vetted their employees. In short, there's too much. They sell rugs but they also clean rugs.

Besides having too much information, the fact this company is making sure you know that all their employees are checked out—that they have no criminal background, are drug-free and authorized to work in the US—is problematic.

The problem is that this company is bringing up a question that perhaps was not even on their customers' minds. Sure, it's good to say employees are carefully vetted, but to highlight that they have been submitted to a "rigorous background check" makes me wonder if a) they have had a problem with dishonest/criminal employees before; 2) whether this particular industry has a problem with criminals (and if so, why?) or 3) is this the most important thing I need to know about this company?

What do most customers want to know before they contract with a carpet cleaning company? That's the key question. This ad does not answer that. It tells me price is important as is location. I should be enticed by free pick up and delivery, and that I should rest assured that none of the employees I deal with are "illegal immigrants" or druggies or have a criminal background.

What you choose to highlight in your marketing communications pieces should be relevant to your audience's needs.

Your thoughts?