NoOr

QUICK CHECKLIST

Reality in Advertising: Rosser Reeves' USP for Instagram, video and Meta ads in Muscat

https://noorsocial.com/en/journal/reality-advertising-reeves-usp-muscat/

A USP checklist for your next shoot or Meta ad

- [ ] **Write one USP sentence.** Buy from us → get [specific benefit nobody else owns or claims]. Keep it short enough to say in three seconds on camera.
- [ ] **Open with that claim.** The first frame of the Reel or ad should state or show the proposition, not a logo sting and five seconds of vibe.
- [ ] **Prove it on camera.** If you claim same-day delivery, film the handover. If you claim handmade, show the hands. Reeves insisted the proposition be real; video makes honesty (or the lack of it) obvious.
- [ ] **Don’t dilute the feed.** Audit the last ten posts. How many different "main promises" are you making? Cut the competing ones or demote them to supporting proof.
- [ ] **Restate the same USP in Meta ads.** Creative variations can change angle, face or setting — but the core proposition should stay recognisable so spend builds memory, not confusion.
- [ ] **Test the claim, then lock it.** Use Hopkins-style testing to pick which unique benefit actually pulls leads; then use Reeves-style concentration so the winner becomes the brand’s signature.

Want a second pair of eyes? Ask for a free Instagram analysis: wa.me/96890103304