

δ

Welcome to the Competitive Analysis Template

Competitive brand analysis is a way to identify your competition, learn how they position themselves, understand how they present themselves, outline their strengths and weaknesses, and ultimately strategize your brand opportunities.

Contents

| | |
|--------------------------------|----|
| Competitive Analysis Worksheet | 02 |
|--------------------------------|----|

| | |
|-------------------------------|----|
| Competitive Analysis Matrixes | 04 |
|-------------------------------|----|

STUDIO δSTENDO

Kaleb Dean

Studio Ostendo, Co.
kaleb@studioostendo.com

Competitive Analysis

Conduct a brand identity audit on your top 3-5 competitors by reviewing each competitor individually and documenting findings as you go. To understand each brand's identity, take a look at their website, social media profiles, etc.

| | Competitor 1 | Competitor 2 | Competitor 3 |
|--|--------------|--------------|--------------|
| Competitors in your market doing what you want to do. | | | |
| Purpose, Mission, and Vision | | | |
| Brand Look and Feel Use adjectives as well as specific terms. Like "warm and inviting", or "navy blue". | | | |
| Value Proposition | | | |
| Tagline | | | |
| Core Products or Services | | | |
| How do they talk about their customers? | | | |
| Customer Acquisition | | | |

Competitive Analysis
Continued.

| | Competitor 1 | Competitor 2 | Competitor 3 |
|--|--------------|--------------|--------------|
| Competitors in your market doing what you want to do. | | | |
| Marketing Channels | | | |
| Advertising Channels (if applicable) | | | |
| Annual Revenue | | | |
| Strengths | | | |
| Weaknesses | | | |
| Similarities to Your Brand | | | |
| Differences to Your Brand | | | |

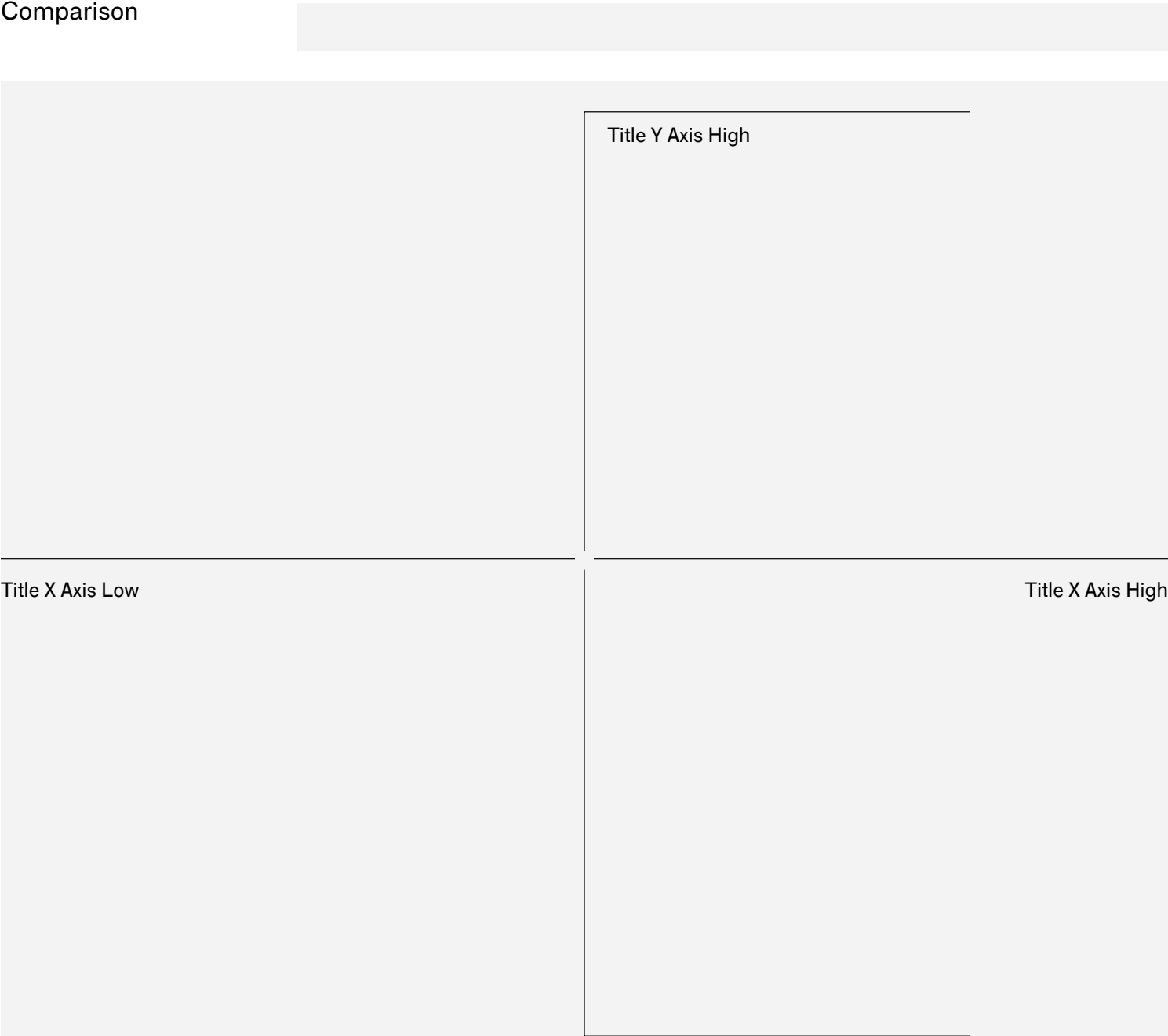
Competitive Analysis
Matrix

Develop a few brand marketplace matrixes. With a general idea of every brand’s positioning, use this matrix (x and y axis) to chart the competition and yourself. This exercise will literally help you see where you lie in the marketplace.

Example Comparisons

| | |
|-----------------------------------|---|
| Cost (low, high) | Audience Age (young, old) |
| Quality (low, high) | Ease of Use (easy, hard) |
| Style (traditional, contemporary) | Compare industry-specific factors |
| Target Breadth (niche, expansive) | (e.g. speed, safety, or fuel efficiency |
| Craft (mass-produced, customized) | in the car industry) |

Comparison



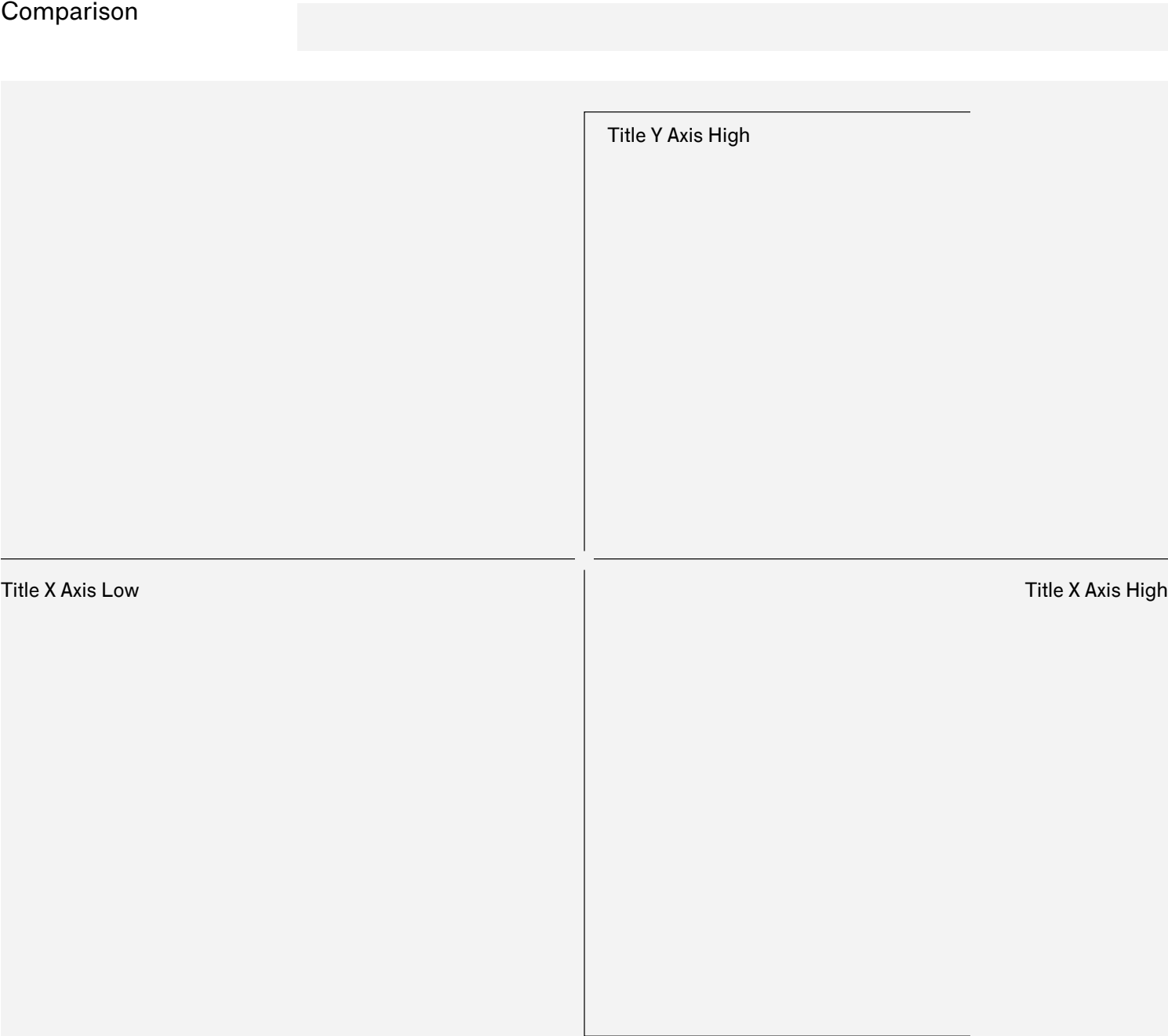
Competitive Analysis
Matrix

Develop a few brand marketplace matrixes. With a general idea of every brand’s positioning, use this matrix (x and y axis) to chart the competition and yourself. This exercise will literally help you see where you lie in the marketplace.

Example Comparisons

| | |
|-----------------------------------|---|
| Cost (low, high) | Audience Age (young, old) |
| Quality (low, high) | Ease of Use (easy, hard) |
| Style (traditional, contemporary) | Compare industry-specific factors |
| Target Breadth (niche, expansive) | (e.g. speed, safety, or fuel efficiency |
| Craft (mass-produced, customized) | in the car industry) |

Comparison



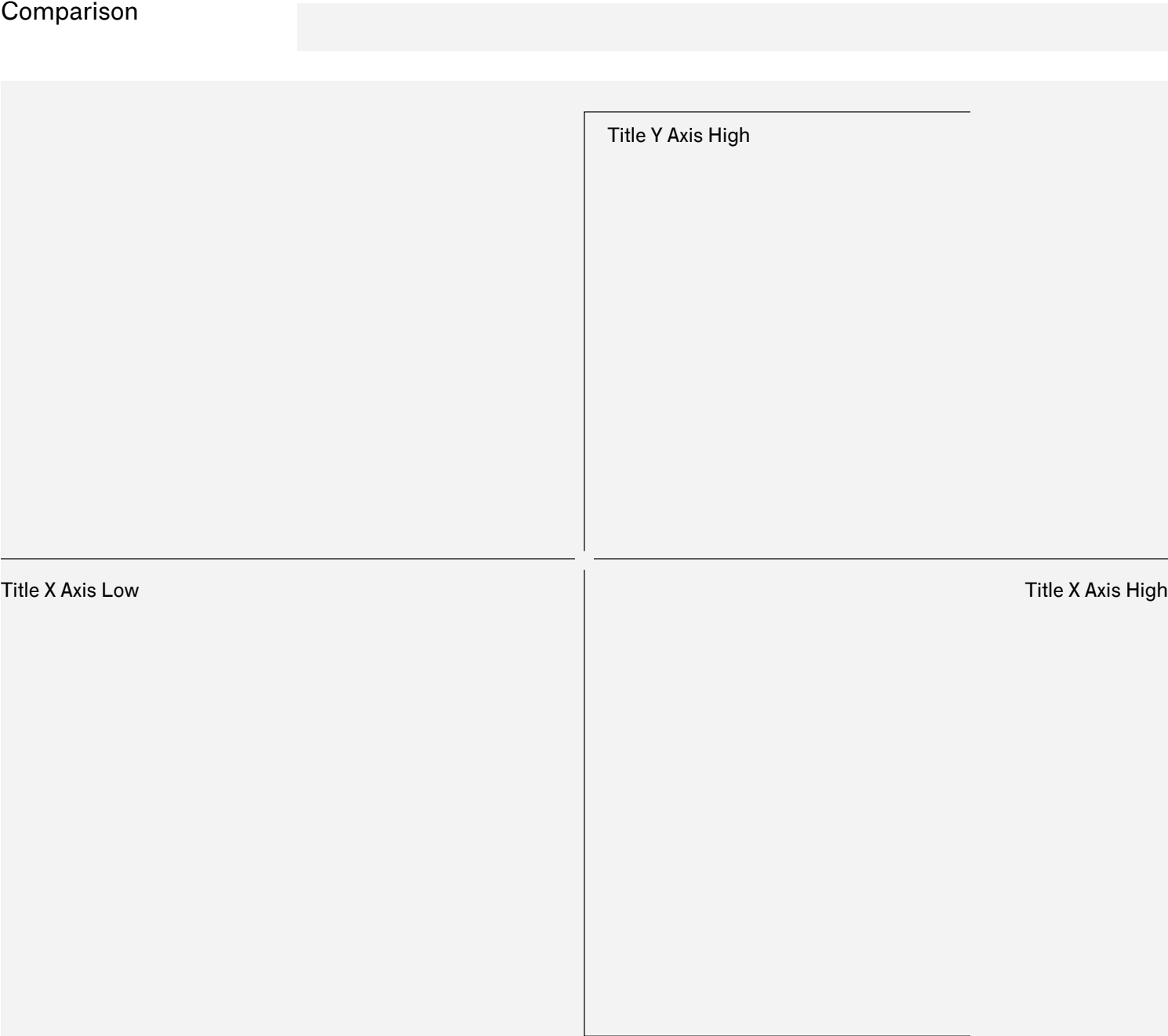
Competitive Analysis
Matrix

Develop a few brand marketplace matrixes. With a general idea of every brand’s positioning, use this matrix (x and y axis) to chart the competition and yourself. This exercise will literally help you see where you lie in the marketplace.

Example Comparisons

| | |
|-----------------------------------|---|
| Cost (low, high) | Audience Age (young, old) |
| Quality (low, high) | Ease of Use (easy, hard) |
| Style (traditional, contemporary) | Compare industry-specific factors |
| Target Breadth (niche, expansive) | (e.g. speed, safety, or fuel efficiency |
| Craft (mass-produced, customized) | in the car industry) |

Comparison



δ

Feeling stuck?

We'd love to help. Find out what it's like to work with us on your brand identity, or book a free chat.

STUDIO δSTENDO

Kaleb Dean

Studio Ostendo, Co.
kaleb@studioostendo.com