

Competitive Analysis Template

Identify who you're competing against so that you can better differentiate your brand.

For more details on using this template, see our

[Guide to Complete a Competitive Analysis.](#)

Brand 1

Brand 2

Brand 3

Competing brands

**Brand Heart
(purpose, vision,
mission, values)**

Brand look/feel

Value proposition

Tagline

**Core products/
services**

Customer personas

**How they talk
about their
customers**

	Brand 1	Brand 2	Brand 3
Competing brands			
Brand Heart (purpose, vision, mission, values)			
Brand look/feel			
Value proposition			
Tagline			
Core products/ services			
Customer personas			
How they talk about their customers			

Brand 1

Brand 2

Brand 3

Customer acquisition

Marketing channels

Advertising channels

Sales channels
(if applicable)

Revenue

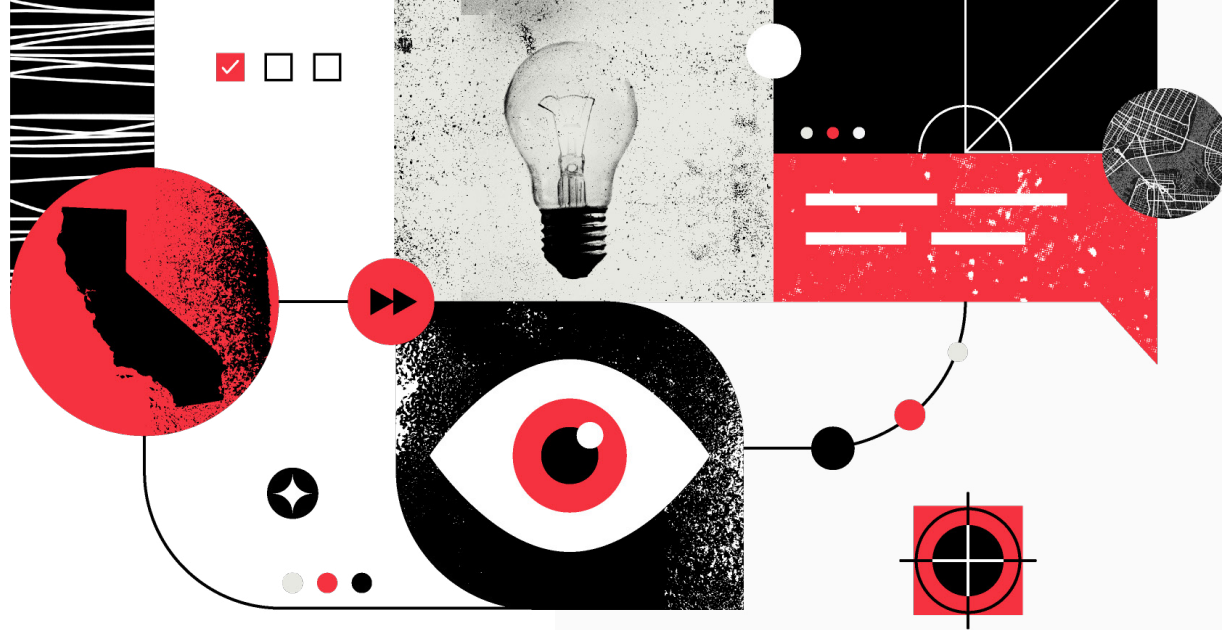
Strengths

Weaknesses

Similarities

Differences

	Brand 1	Brand 2	Brand 3
Customer acquisition			
Marketing channels			
Advertising channels			
Sales channels (if applicable)			
Revenue			
Strengths			
Weaknesses			
Similarities			
Differences			



Column Five is a creative content agency based in Southern California and Brooklyn. We help brands discover and tell their best stories.

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