



# ***Brand Strategy and Competitive Analysis Form***

## **1. Company Overview**

- **Company Name:** *[Your Company Name]*

- **Industry:** *[Your Industry]*

- **Brief Description:** *Provide a brief overview of your business, including core services and mission.*

## **2. Target Audience**

- **Primary Audience:** *Describe your primary target audience, including demographics, psychographics, industry, and company size.*

- **Challenges & Goals:** *Identify the key challenges or pain points of your audience and their desired outcomes when engaging with branding services.*

### **3. Unique Value Proposition**

- **Unique Offerings:** *Explain what makes your products/services unique or different from competitors.*

- **Benefits & Solutions:** *Outline the specific benefits or solutions offered to your target audience.*

- **Core Strengths:** *Highlight your core strengths or areas of expertise.*

### **4. Competitive Landscape**

- **Main Competitors:** *List your top 3-5 direct competitors and any indirect competitors.*

- *Direct Competitors: Businesses that offer the same products or services as you do.*

- *Indirect Competitors: Businesses that offer different products or services that fulfill the same need. For example, in the fashion industry, a high-end boutique might consider a fast-fashion retailer as an indirect competitor, as both fulfill the need for clothing but target different customer segments.*

- **Differentiation:** *Describe how you differentiate yourself from these competitors, including their strengths and weaknesses.*

- **Competitor URLs:** *Provide the website URLs of your key competitors, if available.*

## **5. Service Offerings**

- **Core Services:** *What are the core branding and design services you offer? For example, in the home decor industry, services might include interior design consultation, custom furniture design, and space planning.*

- **Specializations:** *Do you have any specializations or unique processes? If so, describe them.*

- **Pricing Structure:** *What is your pricing structure (e.g., fixed, hourly, packages)? Example for the medical industry: Pricing might be structured based on service packages, such as a comprehensive health assessment package, with budget ranges depending on the complexity and duration of the services provided.*

## 6. Industry Trends

- **Latest Trends:** *Discuss the latest trends, innovations, or disruptions in your industry. Example: In the home decor industry, sustainable materials and smart home integrations are becoming increasingly popular, influencing consumer purchasing decisions.*

- **Evolving Needs:** *Explain how customer needs and expectations are evolving in this space. Example for the home decor industry: Customers are increasingly seeking customizable and eco-friendly options that reflect their personal style and values.*

## 7. Brand Personality and Values

- **Brand Personality:** *Describe your brand's personality (e.g., friendly, innovative, trustworthy).*

- **Core Values:** *List your brand's core values or guiding principles. Example: Sustainability, craftsmanship, and community engagement.*

- **Perception:** *How do you want your target audience to perceive your brand? Example: As a leader in innovative and eco-friendly home solutions.*

## 8. Brand Tagline or Slogan

- **Existing Tagline:** *Do you have an existing tagline or slogan? If not, what are some potential taglines or slogans that capture your brand's essence? Example: "Bringing Nature Indoors" for a home decor brand focused on natural materials.*

## 9. Positioning and Messaging

- **Positioning Statement:** *How does your brand fill a specific need in the market? What is your unique approach or philosophy, and how do you differentiate yourself from competitors? Example: "For eco-conscious homeowners, our brand offers stylish, sustainable decor solutions that enhance living spaces while preserving the planet."*

- **Messaging Pillars:** *Identify key themes or messaging pillars that reinforce your value proposition and positioning. Example: Innovation, sustainability, and elegance.*

## 10. Brand Story and Mission

- **Brand Story:** *Share your brand story or origin.*

- **Mission:** *State your brand's mission or purpose and how it aligns with your audience's values and goals.*

## 11. Brand Visuals and Guidelines

- **Visual Identity:** *Describe your brand colors, typography, and imagery guidelines. If you don't have brand visuals, provide examples that align with your messaging and personality. This helps guide the creative process and ensures consistency in brand representation.*

## 12. Additional Information

- **Other Details:** *Include any other relevant details or insights about your business, target audience, or competitive landscape.*

- **Goals/Objectives:** *Specify any specific goals or objectives for your brand positioning.*