MEDIABIT COMPETITIVE SET & AUDIT

The following document is quick look at how we boost ideas, learning what other players do on the market, things you can consider as a solution, and things to avoid (mistakes you can learn from) .

BRAND COLOR SCHEME

Selecting the simplest and cleanest
color that is easily customizable
and adjubable according to whatever
collateral it will be applied to.

#DC001C

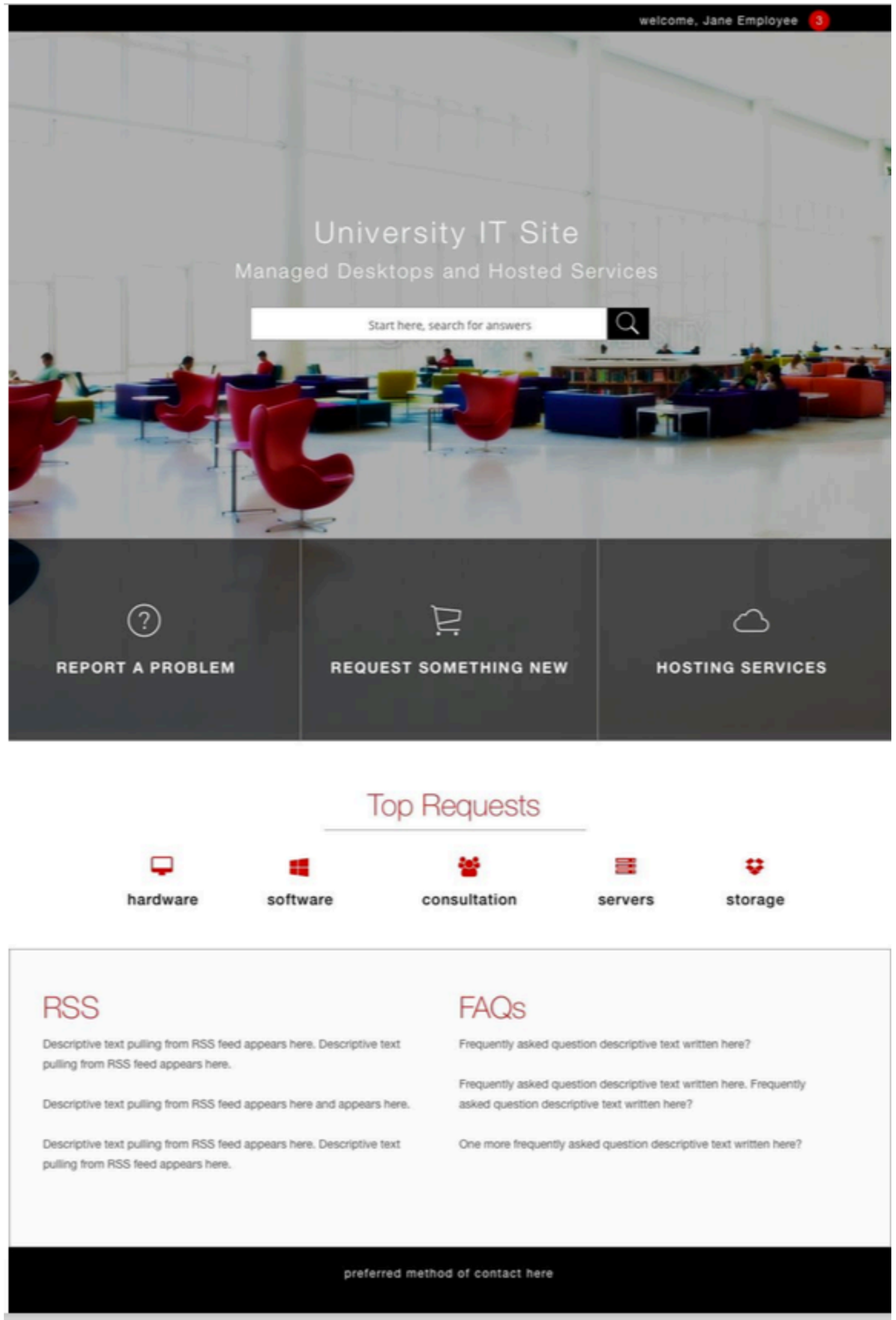
#000000

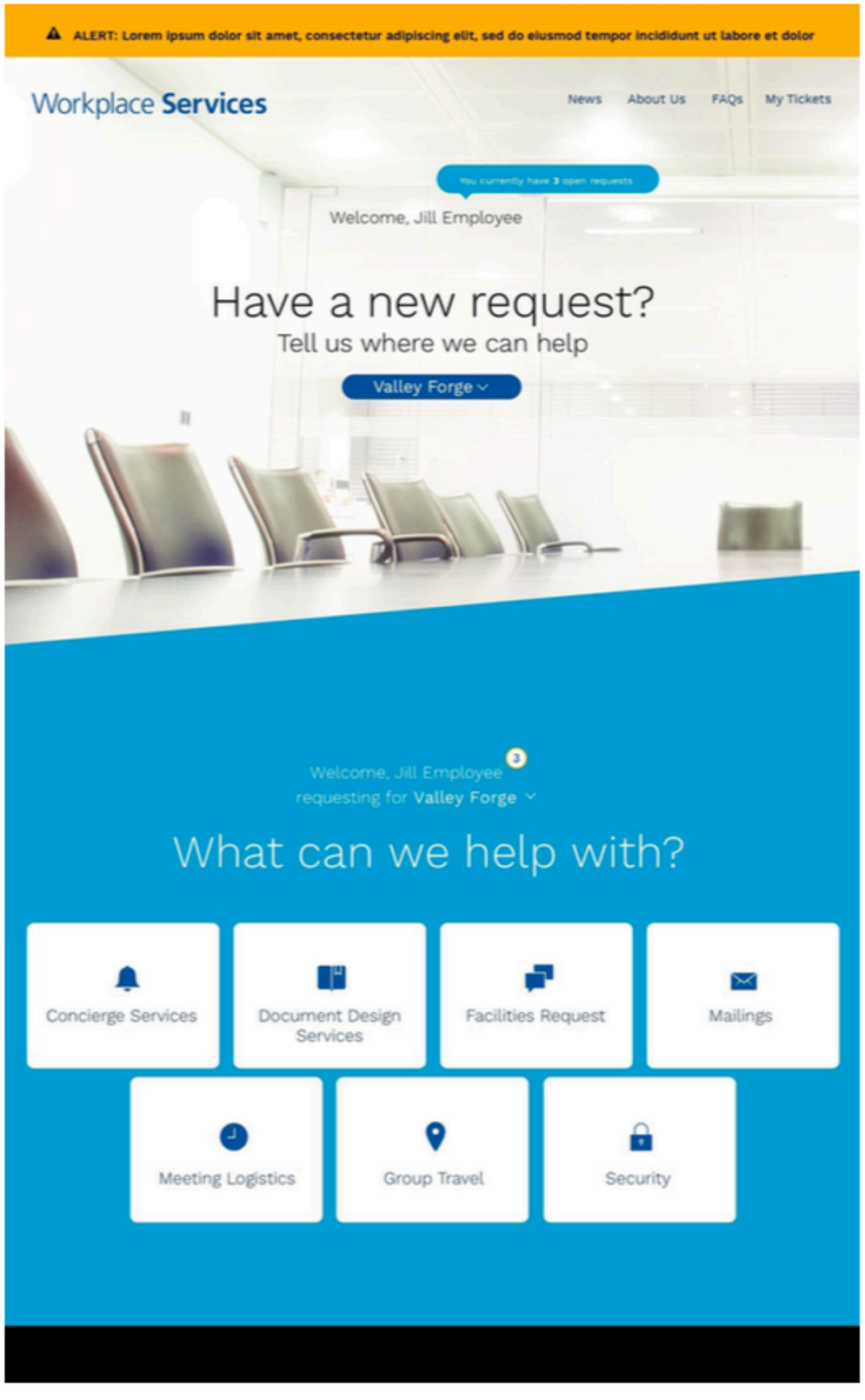
#D3D6DC

BRAND COLOR LOGO

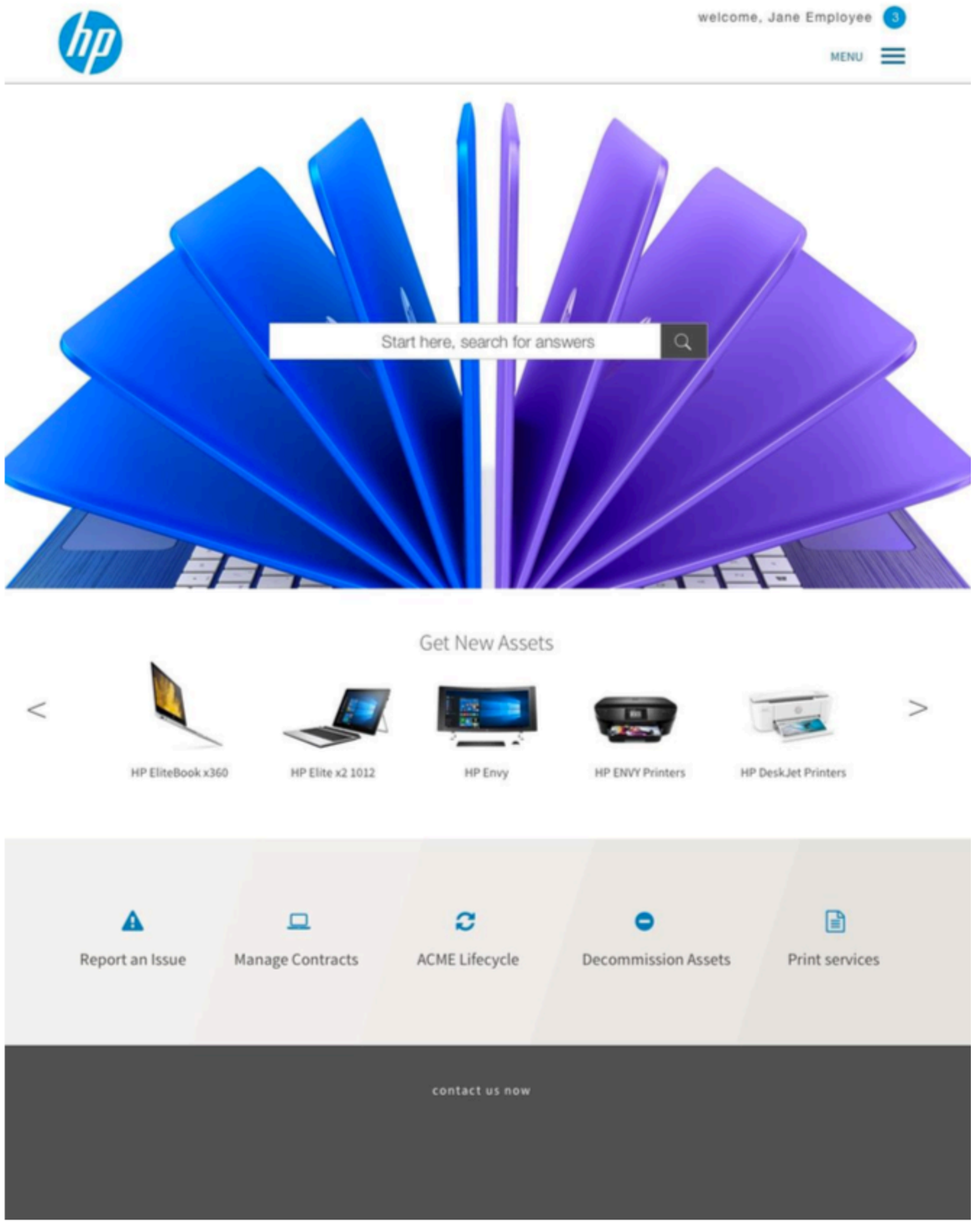
ARMOUR DESK

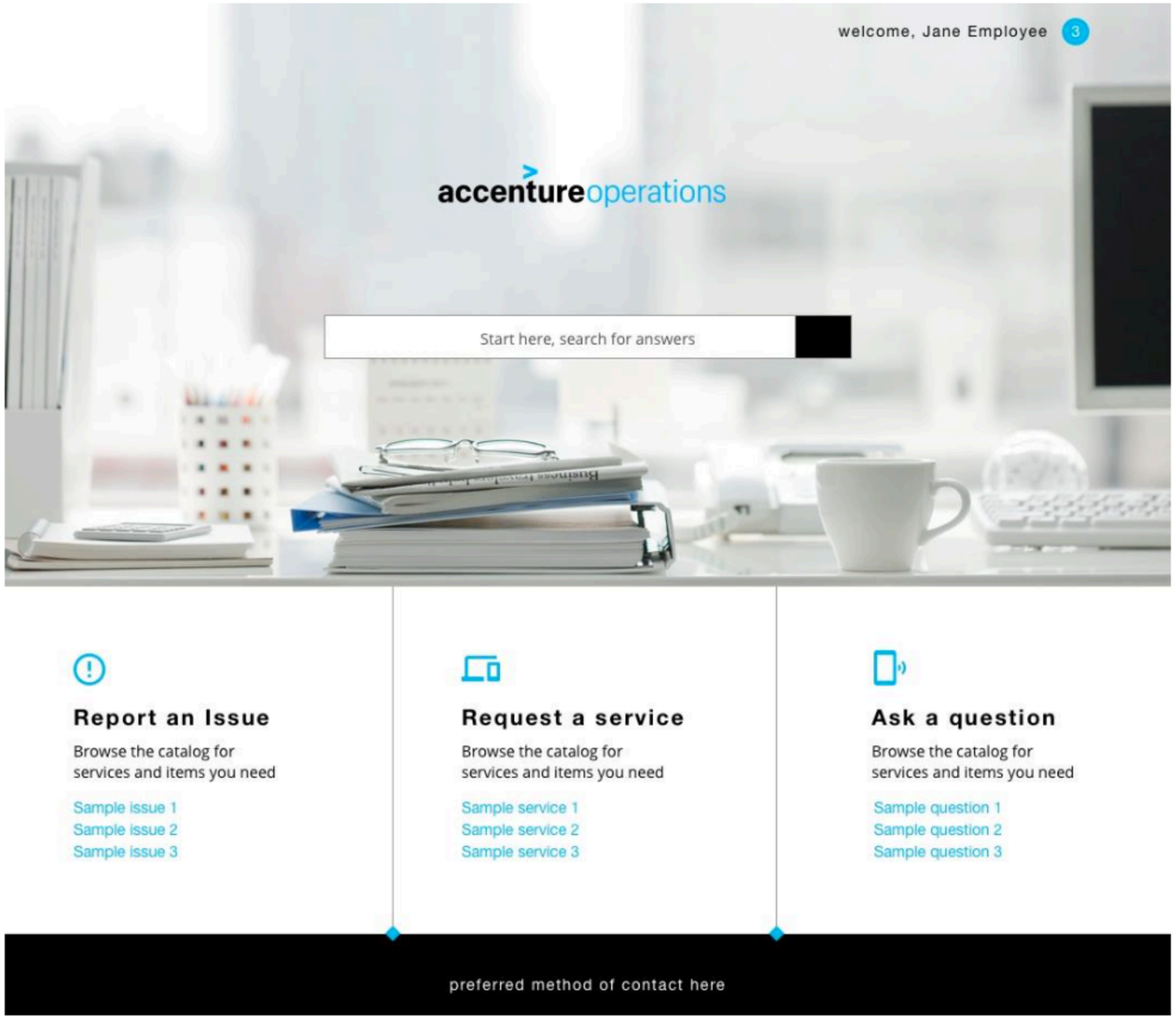
COMPETITIVE SET #1





COMPETITIVE SET #2





COMPETITIVE AUDIT #1

Don’t.

Don’t be cryptic, explain simply

Don’t overuse imagery

Don’t over saturate the home page

Do.

Do human connection … it’s more on brand

Do provide easy to understand valuse indicators

Do asses value prop and make sure it’s strong

Do make the functionality more intuitive

Don’t overuse imagery

Don’t over saturate the home page