

COMPETITOR ANALYSIS

Analysis Information:

Project: _____

Competitor Analysis No.: _____

Researcher: _____

Date: _____

Researcher Notes (e.g. purpose of analysis)

Aspect	Competitors				
	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5
e.g. overall brand voice					
e.g. name for feature xy					

Aspect	Competitors				
	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5

Aspect	Competitors				
	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5