

Competitive Brand Audit Template

Use this template to perform a competitive analysis audit of at least three competitors.

Core Identity

Answer these questions about your competitors' core brand identities.

	Competitor #1	Competitor #2	Competitor #3
What does this brand evoke in its marketplace?			
What values does this brand convey?			
What is this brand's purpose?			
How effective is this brand in its industry?			
What image does this brand prioritize?			
What sets this brand apart in its industry?			
Who is the target audience?			
Does it effectively reach its target audience?			
Rate the effectiveness of this brand's core offerings (1 = "ineffective" and 10 = "highly effective")			

Visual Identity

Answer these questions about your competitors' visual identities.

	Competitor #1	Competitor #2	Competitor #3
What images/assets are successfully used by this brand?			
What images/assets are unsuccessfully used by this brand?			
What is the brand's color palette?			
Is the color palette effective?			
What typography does this brand use?			
Is the typography suite effective?			
Is the brand visually represented in the marketplace?			
Visually, how does this brand differentiate itself from other brands?			
Rate the effectiveness of this brand's visual identity (1 = "ineffective" and 10 = "highly effective")			

Verbal Identity

Answer these questions about your competitors' verbal identities.

	Competitor #1	Competitor #2	Competitor #3
What tone does this brand use?			
What is the catchphrase or tagline?			
Is the tagline or catchphrase effective?			
What other key messaging do they utilize?			
What is this brand's value proposition?			
What selling points does this brand prioritize?			
Rate the effectiveness of this brand's verbal identity (1 = "ineffective" and 10 = "highly effective")			

Evaluation

Evaluate the effectiveness of each brand based on the above responses.

	Competitor #1	Competitor #2	Competitor #3
How effective is this brand overall?			
What are some key branding takeaways you can find in this brand's core, visual, and verbal identity?			
Based on these findings, what is one action item you can take to improve your own brand?			

Based on your competitive analysis, in what ways can you improve your own branding?

Include any additional competitor analysis notes here:

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