

Brand Perception Analysis Template - Competitor Review

1. Basic Information

Brand Name

Enter competitor brand name

Review Date

YYYY-MM-DD

2. Brand Attributes

Attribute	Competitor 1	Competitor 2	Notes
Quality			
Price Positioning			
Innovation			
Customer Trust			
Customer Service			
Other			

3. Brand Messaging & Positioning

Competitor 1

Summarize main messaging and tagline

Competitor 2

Summarize main messaging and tagline

4. Visual Identity

Logo & Color Palette

Describe logo, colors, and style

Imagery & Tone

Describe imagery used and tone in communication

5. Customer Feedback

Summarize customer reviews, social media sentiment, testimonials...

6. Digital Presence

Aspect	Competitor 1	Competitor 2	Notes
Website			
Social Media			
Advertising			

7. Key Insights & Opportunities

Summarize important findings and suggestions for your brand