

Competitive Framework

	Your Brand	Competitor A	Competitor B	Competitor C
Market Share				
Business Size +/-				
Media Spend				
Touchpoints (paid, owned, and earned)				
Brand Positioning				
Top Campaign Messages				
Organizational Changes (e.g., people and structure)				
Business Changes (e.g., mergers, acquisitions, and selling off a division)				
Product or Service Offerings (e.g., similarities and differences)				
Technological Advances				
Public Relations (e.g., press releases, industry articles, and news)				
Customer Feedback in Social Media				