



# Competitive Brand Analysis

Ensure your brand stands out in the marketplace

Branding an organization, product or service results in a presence that connects at an emotional level with your audiences. Our competitive brand analysis will ensure that your branding strategy is based on a deep understanding of how your brand compares to those that are also demanding attention from your audience.

## THIS SERVICE HELPS TO...

Pinpoint what brands your target audiences experience in your market space

Understand how your brand experience compares to others

Learn where your identity fits within the competitive brand landscape



## WHAT YOU GET

Our evidence-based approach to competitive brand analysis results in:

- ✓ A clear view of your brand's environment, including how it compares and where it ranks
- ✓ Current insights into your competitive brand landscape
- ✓ An engaging visual report that will serve as a reference for stakeholders to leverage when undertaking a strategic brand identity project



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## HOW WE DO IT

1

We'll consult with your stakeholders to understand the vision and business goals for the brand.

2

An in-depth analysis of a range of brands is conducted within your specific market space and/or similar type of industry.

3

We conduct complementary brand research, such as customer journey mapping, service journey mapping, customer research, and more.

4

A detailed analysis of the data is provided to show how your brand compares and ranks among others.



## About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

## Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

## Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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