

# competitive landscape map

For over 20 years I've been inspiring and teaching companies like Sony, Burger King, and Frito-Lay how to **operationalize their brands to grow their businesses**. Contact me for a custom proposal and Information about my other services." -- *denise*

## issues

- ? do you need to strengthen your brand's differentiation vs. competitors?
- ? do different internal groups disagree on how your brand should be positioned?
- ? have new brands entered the category and are changing the competitive dynamics?

## approach

a visual depiction of your brand's current and desired positions in the competitive landscape

a competitive landscape map depicts:

- ✓ **the frame of reference** – the category or “mental file folder” customers place your brand in which defines their set of options
- ✓ **the landscape** – the dimensions or attributes which shape the frame of reference
- ✓ **positions of key competitors** – how the brands in your frame of reference are positioned in the landscape
- ✓ **your brand's current position** – how customers currently perceive your brand
- ✓ **the optimal position for your brand** – how your brand should be positioned so that you can establish and sustain a competitive advantage

my **action steps** include:

- audit and assessment of your and key competitors' brand experiences and communication
- in-person investigative channel audit
- planning, management, and analysis of customer research to understand customer demand, current brand perceptions, and unmet needs
- in-depth analysis and development of the map
- preparation of debrief report and presentation

timing: 7 weeks

## outcomes

a clear, crisp articulation of your desired brand position -- to facilitate internal understanding of and alignment with the strategic priorities and changes necessary for competitive advantage

### example map

