

# COMPETITIVE MESSAGING SCAN

A KEY INGREDIENT TO ENSURE DIFFERENTIATION

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## FOCUS

Identify the key points that represent the overall focus of messaging to their target audiences.



## TAGLINE



What resonates about the phrase that sums up the tone and premise of their messaging? How does it relate to their company and/or their offerings?

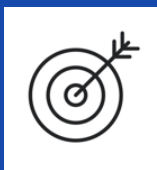
## VALUE PROPOSITION

Try and isolate the VALUE for the BUYER from the product or service or solution offering in their statement.



## KEYWORDS

Identify the words or concepts that have the most significance. What do they repeat or expand on?



## POSITIONING



What is the basis of their message strategy: price, product/service characteristics, quality, use or application, competition?

## BRAND QUESTIONS



- What is their story?
- Who are their ideal customers?
- How do they address how their prospects feel?
- How are their core values expressed in their messaging?
- What do they say about their competition?

## DIFFERENTIATORS

What are the key points of difference of their offerings or organization? What stands out? What gaps or opportunities are there for your messaging?

