

Competitive Messaging Grid

The Competitive Messaging Grid captures aggregated information about how your competitors are representing themselves in the market. Information for the grid can be gleaned from websites and collateral, webinars, etc.

Company	Tagline(s)	Value Props	Target Audience	Differentiators	Notes
<i>ACME Garden Rakes</i>	<i>Modern rakes for modern gardening</i>	<i>Lightweight Ergonomic Effective</i>	<i>Serious gardener</i>	<i>Interchangeable rake tine assemblies for leaf raking and tilling soil</i>	
<i>Competitor B</i>					
<i>Competitor C</i>					