

Direct Competitors

Name	URL	Site Purpose	Primary Categories	Content Types	Social Networks	Strengths	Weaknesses
David Bowie	https://www.davidbowie.com/	Share Bowie news and multimedia, sell products.	News, About, Sound, Vision, Pin Ups, Shops, Connect	News feed, discography, videos, shop	Unclear: 'Connect' requires login.	Visually impressive. Clean, legible mobile experience. News and shop frequently updated.	<i>Blackstar</i> absent from discography. 'Pin Ups' an unclear nav name (it's a photo gallery). Connect requires login.
New Order	http://www.neworder.com/	Blog posts, tour dates, sell beer (?)	Home, Photos, Links, Tour Dates, Beer, Sign Up, Contact	Blog posts, mostly.	Twitter, Facebook, Instagram, YouTube	Current.	No mobile version. Store in sidebar but not in main nav. Not particularly informative nor visually impressive.
Blouse	http://www.blouseblouse.com/	Social media feed (last updated 2015)	Events, Contact, Archive.	Social media feed.	Twitter, Facebook, Instagram, Soundcloud.	2012-2014 social feed frequently updated. Abandoned since. Intriguing experience, I guess, if you're willing to spend time with it.	Perplexing desktop navigation, though it's better for mobile. Undated social posts overlap each other. Archive just an alternate (though more usable) presentation of social posts.
Grace Jones	http://missgracejones.com/	Events, shop, possible social media integration (though those features seem broken)	Home, Blog, Tour Dates, Grace's Bass, Shop, Newsletter	Blog (last updated 2015), tour dates, shop	Unclear, but possibly Facebook, Twitter, Instagram	None	Text hard to read on background, no mobile version, banner ads, what is Grace's Bass?, hard to tell where you are or distinction between home and blog. I love Grace Jones but why is this site here?

Duran Duran	http://duranduran.warnereprise.com/	Highlight tour dates, and serve as a portal into two other sites (a WordPress blog and a 'fan community' site)	Enter Site, Members Only.	Tour dates, album promo, videos	Facebook, Twitter, Instagram, YouTube, Google+, Spotify. Twitter and Instagram frequently updated.	Portal site visually appealing, good hierarchy. Nice CTAs on mobile, especially on tour dates.	Unclear what either nav link connects to. Both links (Enter Site, Members Only) wildly inconsistent in design with portal experience and each other, and these pages are visually noisy and outdated.
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Indirect Competitors

Name	URL	Site Purpose	Primary Categories	Content Types	Social Networks	Strengths	Weaknesses
All Boats Rise	https://allboatsrise.com/	Present ad campaign work	Work (Strategy, Branding, Interactive, Campaigns, Research, Print, Misc), Home, POV	Ad campaign case studies including finished work and multimedia	None?	Animations essential to experience, appealing color palette, visually appealing presentation of campaigns	Site purpose not immediately clear, navigation has a learning curve, color contrast not always sufficient.
Colour On Code	http://www.colouroncode.co.uk/	Present mobile app work	Our Work, What We Do, About Us, Contact Us	Mobile app case studies	Twitter, Facebook, LinkedIn, Google+	Bright, appealing color palette. Nice case study photographs and brief, legible blocks of text.	Homepage too wordy compared to rest of site. Occasional strange use of space (why is About Us so tall)? Not sure mobile nav on desktop is a plus. But a good experience overall.
Anywhere (the book)	https://www.and.co/digital-nomad-book	Convince users to download free e-book	About the book, what you'll learn, contributing authors	Illustrations, summary of book content	Twitter, Instagram, Facebook, plus social links of authors	Obvious CTA. Consistent, colorful visual branding. Free (everyone likes free). Good content hierarchy.	Not much clickable content (sample book illustrations can't be enlarged, for example.)