

# Brand Spotlight : Insights and Ratings

Explore Expert Reviews, Consumer Ratings, and a Comprehensive Overview of Your Favorite Brands.



|                |                                 |
|----------------|---------------------------------|
| Brand Name     | Jam Hearts                      |
| Company        | Lotte Kolson Pvt Ltd            |
| Category       | Food & Beverages - Biscuits     |
| Market         | nationwide,international_market |
| Rating Updated | 4th Aug 2025                    |

## Brand Audit Summary for Jam Hearts

A detailed consumer survey and expert audit reveal the following insights into the brand's performance:

- Final Brand Story
- Quality Score : 84.5%
- Familiarity : 84.5%
- Affordability : 84.5%
- Availability : 74.5%
- Trust : 84.5%
- Customer Loyalty : 84.5%
- Brand Messaging : 84.5%
- Sustainability : 95%
- Innovation : 84.5%



Overall Score

A

84.56%



|                  |                      |    |  |
|------------------|----------------------|----|--|
| TRUST            | Trusted              | A  |  |
| CUSTOMER LOYALTY | High                 | A  |  |
| BRAND MESSAGING  | Clear                | A  |  |
| SUSTAINABILITY   | Actively Sustainable | A+ |  |
| INNOVATION       | Innovative           | A  |  |

## Brand Index Analysis