

Brand Spotlight : Insights and Ratings

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

Brand Name	Gatsby
Company	Mandom Corporation
Category	Personal Care & Services - hair oil
Market	nationwide,international_market
Rating Updated	4th Aug 2025

Brand Audit Summary for Gatsby

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 : 74.5%
- Availability : 84.5%
- Trust : 84.5%
- Customer Loyalty : 74.5%
- Brand Messaging : 84.5%
- Sustainability : 95%
- Innovation : 84.5%



Overall Score

A

83.44%



TRUST	Trusted	A	
CUSTOMER LOYALTY	Moderate	B+	
BRAND MESSAGING	Clear	A	
SUSTAINABILITY	Actively Sustainable	A+	
INNOVATION	Innovative	A	

Brand Index Analysis