

■ SAMPLE PREVIEW — Data anonymized for illustration purposes only. Purchase the full report at [gladius.app](#)

# MARKETBRIEF — SAMPLE PREVIEW

Banking Sector | Country X | [Date] | Extended 300

|                       |                  |                            |                      |
|-----------------------|------------------|----------------------------|----------------------|
| <b>n=300</b>          | <b>95%</b>       | <b>±5.66pp</b>             | <b>Free Fall</b>     |
| CONSUMER INTERVIEWS   | CONFIDENCE LEVEL | MARGIN OF ERROR            | SAMPLE DESIGN        |
| Primary on-field data | z = 1.96         | p=0.5, infinite population | No predefined quotas |

| STUDY DETAILS   |                                                         |
|-----------------|---------------------------------------------------------|
| Category        | Banking sector — commercial banking                     |
| Country         | Country X                                               |
| Field date      | [Date]                                                  |
| Banks evaluated | Bank A, Bank B, Bank C, Bank D, Bank E                  |
| Sample          | n=300 valid responses (Free Fall, no predefined quotas) |
| Coverage        | Predominantly urban and peri-urban                      |

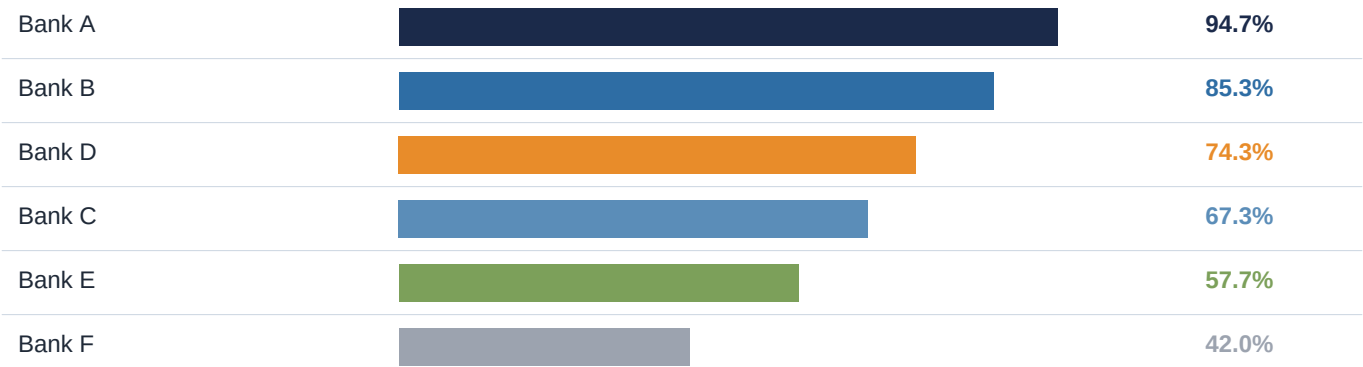
## 1. TOP OF MIND — First spontaneous mention

Which bank comes to mind first, without any external prompting?

|        |             |       |
|--------|-------------|-------|
| Bank A | <div></div> | 48.0% |
| Bank B | <div></div> | 18.0% |
| Bank C | <div></div> | 12.7% |
| Bank D | <div></div> | 8.7%  |
| Bank E | <div></div> | 7.0%  |
| Others | <div></div> | 4.7%  |

2. TOTAL BRAND AWARENESS — Total spontaneous mentions

% of consumers who mentioned each bank in any position during the open-ended recall question.

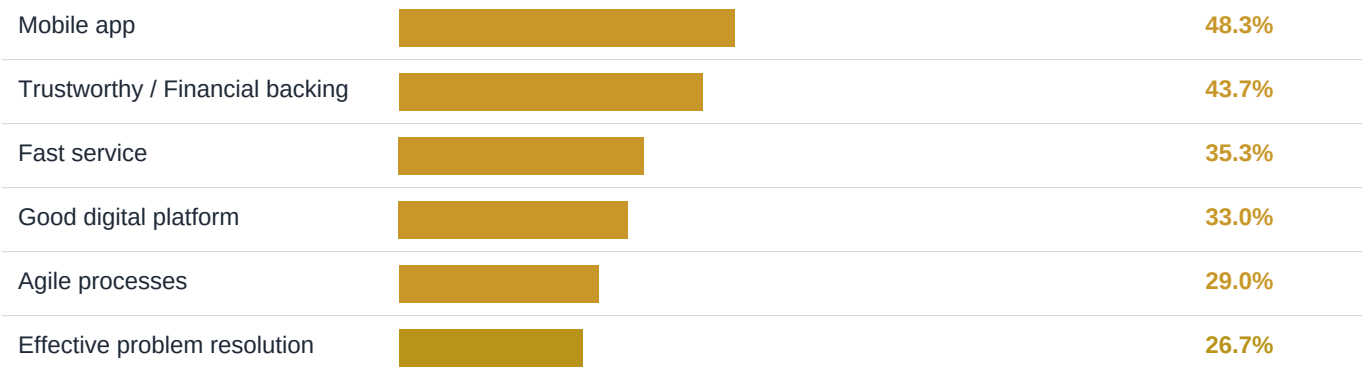


3. PREFERRED BANK, PRIMARY BANK & ACTIVE RELATIONSHIPS

| BANK   | PREFERRED BANK | PRIMARY BANK | WORKS WITH |
|--------|----------------|--------------|------------|
| Bank A | 44.7%          | 41.0%        | 62.0%      |
| Bank B | 22.0%          | 24.7%        | 43.3%      |
| Bank C | 16.3%          | 17.0%        | 33.7%      |
| Bank D | 7.3%           | 9.3%         | 22.7%      |
| Bank E | 7.0%           | 5.7%         | 14.7%      |

4. KEY SUCCESS ATTRIBUTES (KSAs)

What makes a bank 'the best'? Consumers selected their top 3 attributes.



|                          |             |       |
|--------------------------|-------------|-------|
| Convenient hours         | <div></div> | 22.3% |
| Accessible credit        | <div></div> | 19.3% |
| Presence everywhere      | <div></div> | 16.3% |
| Technological innovation | <div></div> | 15.7% |
| Informative website      | <div></div> | 9.7%  |

5. POSITIVE BRAND ATTRIBUTES — Top attributes per bank

| ATTRIBUTE           | BANK A | BANK B | BANK C | BANK D |
|---------------------|--------|--------|--------|--------|
| Mobile app          | 42.0%  | 34.3%  | 30.7%  | 22.7%  |
| Trustworthy         | 35.0%  | 33.0%  | 29.0%  | 25.3%  |
| Fast service        | 36.7%  | 30.7%  | 35.3%  | 34.3%  |
| Agile processes     | 29.0%  | 33.0%  | 29.7%  | 26.0%  |
| Presence everywhere | 41.7%  | —      | —      | —      |
| Convenient hours    | 22.0%  | 23.0%  | 28.7%  | 27.7%  |

6. STRATEGIC SIGNALS (AI-generated analytical interpretation)

SIGNAL 1 — The digital battle is open

The #1 KSA is Mobile app (48.3%), but the market leader only reaches 42.0% positive app association. The challenger is just 7.7 points behind. A bank that invests decisively in mobile UX could close this gap quickly — the digital battle is more contested than brand leadership numbers suggest.

SIGNAL 2 — Awareness without conversion

Bank D outperforms Bank C in spontaneous Brand Awareness (74.3% vs. 67.3%) but loses in Preferred Brand (7.3% vs. 16.3%) and Primary Brand (9.3% vs. 17.0%). The brand reaches minds but fails to convert. Its weakest attribute is precisely the #1 KSA: mobile app (22.7% vs. 48.3% consumer importance).

SIGNAL 3 — Challenger efficiency

Bank B converts 85.3% Brand Awareness into 24.7% Primary Bank share. Bank C converts only 67.3% awareness into 17.0% Primary Bank. Bank B's value proposition turns brand knowledge into active banking relationships more effectively — the strongest structural challenger.

7. SAMPLE PROFILE

|                          |                                                                                 |
|--------------------------|---------------------------------------------------------------------------------|
| Gender                   | Male 50.3% / Female 49.7%                                                       |
| Age range                | 18–25 yrs: 23.3%   26–35 yrs: 38.0%   36–45 yrs: 25.0%   46+ yrs: 13.7%         |
| Monthly household income | <\$500: 23.3%   \$501–\$1,000: 33.7%   \$1,001–\$1,500: 22.4%   >\$1,500: 20.6% |
| Geographic coverage      | Capital city: 86.0%   Other regions: 14.0%                                      |

IMPORTANT — Methodological disclaimer & sample notice

This is a SAMPLE PREVIEW with anonymized data for illustration purposes only. The full Extended 300 MarketBrief includes: complete bank/brand names, country identification, AI-enhanced Addendum (Market Size Indicators + Opportunities & Barriers of Entry), Interactive Results Dashboard, and executive PDF report. Purchase the full study at [gladius.app](https://gladius.app).

Studies are exploratory and orientative. n=300, Free Fall design, ±5.66pp margin of error, 95% confidence level. Not a statistically conclusive census.