GLADIUS INSIGHTS

IMMEDIATE INSIGHTS · SMARTER DECISIONS

MarketBrief — Carbonated Soft Drinks

Country X · City X · n=300 Consumers

EXPRESS 300 — Brand Intelligence

6 Brands Evaluated · 5 Key Indicators · Executive Report

ILLUSTRATIVE SAMPLE

This document is an example of the format and depth of a MarketBrief Express 300. The brands, country, city and all figures are fictitious and do not correspond to any real study, market or company.

Sample document for illustrative purposes

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1. Executive Findings

EXPRESS 300 — KEY BRAND INDICATORS

59.0%	98.7%	58.3%	54.0%
Colavera — Top of Mind (1st mention)	**Colavera — Total Awareness**	**Colavera — Preferred Brand**	**Colavera — Last Purchased**
Leads every indicator	Near-universal recall	175 of 300 respondents	162 of 300 respondents

Key Findings

Colavera — Leads Every Indicator

Leads every brand indicator: TOM 59.0%, Total Awareness 98.7%, Preferred Brand 58.3%, Last Purchased 54.0% and Preference Among Aware 59.1% (175 of 296). In this sample the lead is consistent across every indicator.

Rivo Cola's Awareness-to-Preference Gap

Rivo Cola reaches 88.7% Total Awareness, the second highest in the study, and only 17.0% name it their Preferred Brand: a 71.7pp gap, the widest in the study (it compares an open-recall question with a closed-list question, so it is descriptive). 19.2% of the 266 who recalled it prefer it.

Kolmar — Purchase Above Preference

Kolmar has a Last Purchased of 7.0% (21 respondents) against a Preferred Brand of 4.3% (13), the largest gap in favour of purchase among the six brands. This study does not measure the reason for purchase.

A Broad Periphery with Few First Mentions

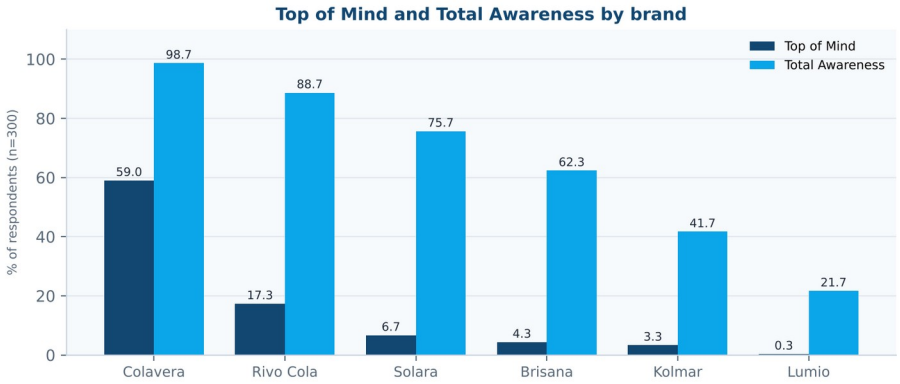
6 brands outside the six core brands exceed 4% Total Awareness (Marea 32.3%, Dorado 19.3%, Vivaz 13.3%, Limonar 11.0%, Tamarel 8.7%, Nevado 6.3%), yet none exceeds 4 first mentions (1.3% of Top of Mind): many brands are recalled, few come to mind first.

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2. Brand Intelligence — Top of Mind & Total Brand Awareness

BRAND MENTAL PRESENCE IN THE CATEGORY

TOM = first brand recalled spontaneously (single response; the six core brands plus "Other" sum to 100%). Total Awareness = any mention in free recall (up to 8 brands; multiple response).



#	Brand	Top of Mind (%)	Total Awareness (%)
1	Colavera	59.0%	98.7%
2	Rivo Cola	17.3%	88.7%
3	Solara	6.7%	75.7%
4	Brisana	4.3%	62.3%
5	Kolmar	3.3%	41.7%
6	Lumio	0.3%	21.7%

Ranked by Top of Mind, highest to lowest — the guiding indicator for this section (ranking convention: Section 4).

Peripheral Brand Landscape — Total Awareness Context

Brands volunteered outside the six core brands are reported when they reach at least 4% Total Awareness. None reaches a meaningful Top of Mind position: the highest non-core first mention is 4 respondents (1.3%). The 9.0% "Other" in Top of Mind is 27 respondents: 19 (6.3%) named a non-core brand first and 8 (2.7%) have no valid first mention.

Brand	Total Awareness (%)	Top of Mind (1st mention)
Marea	32.3%	4 respondents (in "Other")
Dorado	19.3%	3 respondents (in "Other")
Vivaz	13.3%	3 respondents (in "Other")
Limonar	11.0%	3 respondents (in "Other")
Tamarel	8.7%	3 respondents (in "Other")
Nevado	6.3%	3 respondents (in "Other")

The peripheral brands were not offered in the closed-list question of Section 3; their preference is not measured.

Awareness Does Not Equal Preference — and the Gap Is Brand-Specific

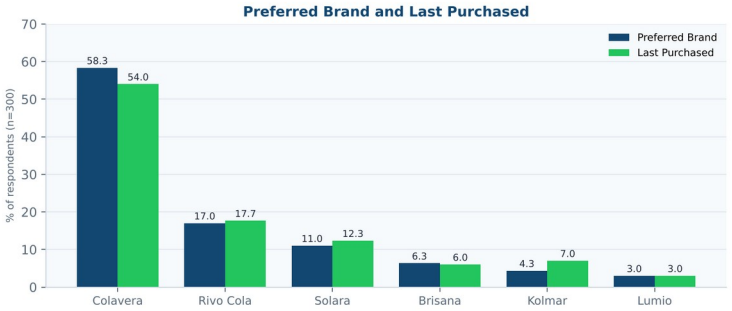
Rivo Cola (71.7pp) and Solara (64.7pp) show the widest awareness-to-preference gaps among the core brands; the gap compares an open-recall question with a closed-list question and is descriptive only (Section 4). The associated negatives differ: carbonation, price and refreshment for Rivo Cola; price and sugar options for Solara.

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3. Preferred Brand & Last Purchased Brand

PREFERENCE VS. DECLARED ACTUAL BEHAVIOUR

Preferred Brand indicates which brand consumers would freely choose. Last Purchased reflects declared actual purchase behaviour. Alignment between both signals indicates category maturity and habitual, low-switching purchase patterns; divergence can indicate purchase that follows price or promotion more than preference.



#	Brand	Preferred Brand (%)	Last Purchased (%)	Recalled the brand (n)	Preference Among Aware (%)	Prefer it but did not recall it
1	Colavera	58.3%	54.0%	296	59.1%	0 of 175
2	Rivo Cola	17.0%	17.7%	266	19.2%	0 of 51
3	Solara	11.0%	12.3%	227	13.2%	3 of 33
4	Brisana	6.3%	6.0%	187	9.1%	2 of 19
5	Kolmar	4.3%	7.0%	125	8.8%	2 of 13
6	Lumio	3.0%	3.0%	65	6.2%	5 of 9

Ranked by Preferred Brand, highest to lowest — the guiding indicator for this section. Preference Among Aware = those who mentioned the brand in open recall and also chose it as preferred, over all who mentioned it (full definition in Section 4); small bases (Lumio, Kolmar) make the figure fragile.

Colavera and Kolmar Diverge in Opposite Directions

Preferred Brand and Last Purchased align for Rivo Cola (17.0% vs. 17.7%), Solara (11.0% vs. 12.3%) and Brisana (6.3% vs. 6.0%). Colavera is named preferred more often than it was last purchased (58.3% vs. 54.0%; 175 vs. 162 respondents), while Kolmar was bought more than it is named preferred (4.3% vs. 7.0%; 13 vs. 21), a pattern that could reflect price, promotion or availability at the point of purchase (this study does not measure the reason).

Preference Without Spontaneous Recall

Among the lower-awareness brands, Lumio has 5 of 9 preferred choices who did not mention it in open recall, Solara 3 of 33, Brisana 2 of 19 and Kolmar 2 of 13. Colavera and Rivo Cola have 0 cases: everyone who prefers them also mentioned them.

Want the Full Competitive Picture?

The MarketBrief Extended 300 adds, on top of these same indicators:

Key Selection Attributes (KSAs) · Competitive Brand Attributes (positive and negative) · Perceived Quality · Importance–Performance Analysis (IPA) · Brand Scorecard · Market Size Indicators · Opportunities & Entry Barriers · Strategic Signals and an Interactive Results Report.

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4. Methodology — Technical Sheet

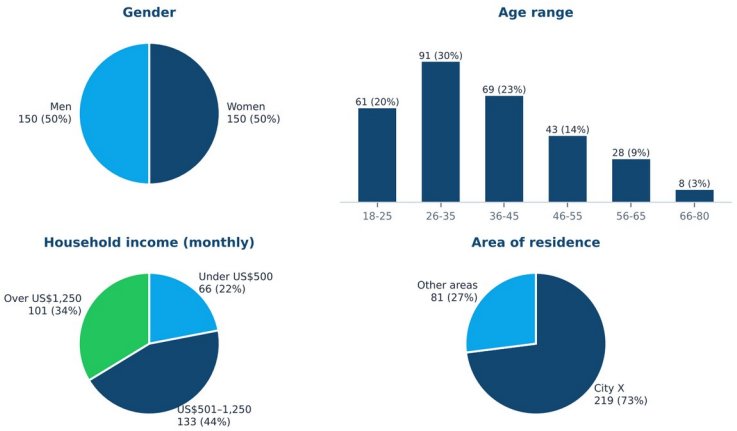
EXPRESS 300 — HOW THIS STUDY WAS CONDUCTED

Note on this Sample

This sheet describes the standard methodology of a MarketBrief Express 300 applied to an illustrative dataset. There is no fieldwork behind the figures in this document.

Product	MarketBrief Express 300 — Carbonated Soft Drinks
Universe	Adults residing predominantly in City X (73% of the sample). The findings describe this sample, not Country X as a whole.
Sample size	n=300 completed surveys
Design	Free Fall sampling; the composition is reported as obtained, unweighted
Confidence and error	95% confidence; margin of error ±5.66pp for the total sample (indicative technical reference)
Panel	Mixed: GLADIUS proprietary panel + external specialist panel provider
Questionnaire	Administered in Spanish; online capture platform
Fieldwork	Not applicable (illustrative sample). In a real study the field period is declared, taken from the database timestamps
Nature	Exploratory and indicative; neither conclusive nor census-based

Sample Composition (unweighted)



Methodological Notes

Exploratory, non-conclusive study. With n=300 and 95% confidence the margin of error is ±5.66pp for the total sample. The panel is non-probabilistic: the margin is reported as an indicative technical reference, not as a statistical guarantee.

Multiple-response questions. Total Awareness, the KSAs (3 selections) and the positive and negative associations are multiple response and do not sum to 100%. Top of Mind, Preferred Brand and Last Purchased are single response.

Core and peripheral brands. The six core brands were offered in all closed-list questions. Other brands are measured only by spontaneous recall and reported when they reach 4% Total Awareness; they do not enter the attribute matrix, quality, IPA or Preference Among Aware.

Ranking convention. Every brand table or chart is sorted highest to lowest by its section's guiding indicator: Top of Mind (Section 2) and Preferred Brand (Section 3). Ties are declared.

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Preference Among Aware (PAA). Respondents who mentioned the brand in open recall and also chose it as Preferred Brand, divided by all who mentioned it. The base (n) and the "Prefer it but did not recall it" column are always shown. Small bases make the figure fragile and it is not a ranking.

Awareness-to-preference gap. Total Awareness (%) minus Preferred Brand (%), in percentage points. It compares an open question with a closed-list question, so it is descriptive only.

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