

# Brand Spotlight : Insights and Ratings

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



Brand Name	Gibs
Company	SM Foods Limited
Category	Food & Beverages - Snacks & Confectioneries
Market	urban_major_cities,semi_urban_areas,rural_areas
Rating Updated	4th Aug 2025

## Brand Audit Summary for Gibs

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

Final Brand Story

Quality Score : 74.5%

Familiarity : 74.5%

Affordability : 84.5%

Availability : 74.5%

Trust : 74.5%

Customer Loyalty : 74.5%

Brand Messaging : 74.5%

Sustainability : 74.5%

Innovation : 84.5%



Overall  
Score

**B+**

76.72%



TRUST

Somewhat Trusted

B+



CUSTOMER  
LOYALTY

Moderate

B+



BRAND  
MESSAGING

Weak

B+



SUSTAINABILITY

Minimal

B+



INNOVATION

Innovative

A



## Brand Index Analysis