

# Brand Spotlight : Insights and Ratings

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



Brand Name	Allied Bank Aitebar
Company	Allied Bank Limited
Category	Financial Services - Islamic Bank
Market	nationwide
Rating Updated	22nd Aug 2025

## Brand Audit Summary for Allied Bank Aitebar

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

Final Brand Story

Quality Score : 74.5%

Familiarity : 95%

Affordability : 84.5%

Availability : 84.5%

Trust : 74.5%

Customer Loyalty : 74.5%

Brand Messaging : 84.5%

Sustainability : 84.5%

Innovation : 84.5%



Overall Score

A  
82.33%



TRUST

Somewhat Trusted

B+



CUSTOMER  
LOYALTY

Moderate

B+



BRAND  
MESSAGING

Clear

A



SUSTAINABILITY

Basic Steps

A



INNOVATION

Innovative

A



## Brand Index Analysis