

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