Brand Spotlight : Insights and Ratings

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

Brand Name	Hankies Premium
Company	Hankies & Freedom
Category	Personal Care & Services - Tissue
Market	nationwide
Rating Updated	9th Sep 2025

Brand Audit Summary for Hankies Premium

"Lorem ipsum" is placeholder or dummy text used in the publishing and design industries, not a text with a real meaning. It's a scrambled version of a 1st-century BC Latin text by Cicero and doesn't make coherent sense as Latin, but its word distribution and sentence-like structure allow designers to focus on the visual elements like font and layout, rather than distracting readable content.

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

Final Brand Story

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Quality Score : 84.5%

Familiarity : 84.5%

Affordability : 84.5%

Availability : 84.5%

Trust : 84.5%

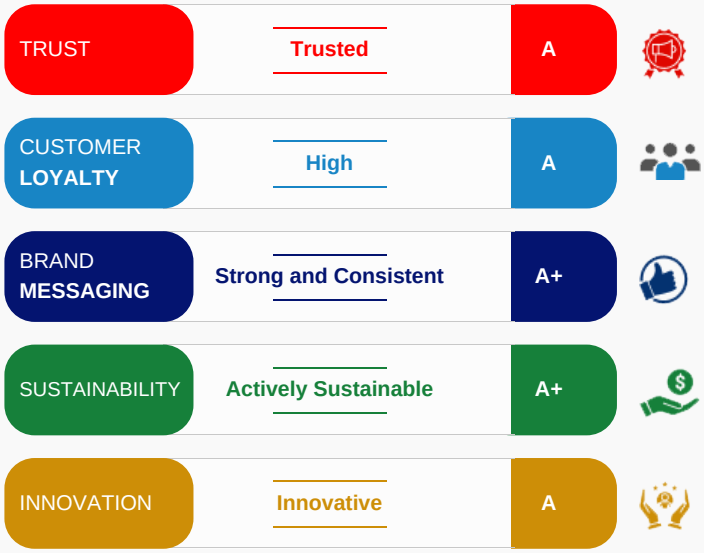
Customer Loyalty : 84.5%

Brand Messaging : 95%

Sustainability : 95%

Overall Score **A** 86.83%





Brand Index Analysis

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Innovation : 84.5%

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