daisy.club

VANTA

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

33 /100

LOW VISIBILITY

Visibility is currently in the low visibility band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- VANTA holds 0% blended non-branded search visibility, ranking -; the current leader The Other Room holds 3.3%.
- Branded Search Visibility is 50%, while Brand Control is 45%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 85%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0%
Ranks - blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
50%
20/40 branded-search posts mention the selected brand.

BRAND CONTROL
45%
9/20 qualifying branded-search posts are brand-owned from VANTA Members.

SENTIMENT
85% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
3.3%
The Other Room leads at 3.3%, ahead by 3.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

VANTA records 0% blended SOV, ranking -, while The Other Room leads with 3.3%. The category remains fragmented, with "Other" brands accounting for 77% of visibility.

Search terms: Broad Search: Singapore nightlife guide • Narrow Search: Orchard Road cocktail bar

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Other Room	3.3%
2	Kai Garden	2.6%
3	Lulu's Lounge	2.6%
4	Zouk Singapore	2.6%
5	Brasserie Astoria	2%
6	Dragon Palace Club M	2%
7	LeVeL33	2%
8	Manor 33	2%
9	Marquee Singapore	2%
10	VUE Bar & Grill	2%
	Other	77%

Brand SOV 0% Brand Rank - Total Brands 106 Avg. SOV 0.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Other Room	8.8%
2	Kai Garden	5.3%
3	Manor 33	5.3%
4	Brasserie Astoria	3.5%
5	Mandala Club	3.5%
6	Martini Club	3.5%
7	1-Atico	1.8%
8	67 Pall Mall	1.8%
9	Alley Bar	1.8%
10	Atico Bar	1.8%
	Other	63.2%

Brand SOV 0% Brand Rank - Total Brands 46 Avg. SOV 2.2%

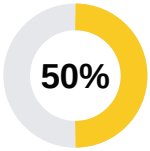
BROAD SEARCH

Rank	Brand	Share of Voice
1	Lulu's Lounge	4.2%
2	Zouk Singapore	4.2%
3	Dragon Palace Club M	3.2%
4	LeVeL33	3.2%
5	Marquee Singapore	3.2%
6	YANG Club	3.2%
7	1887 By André	2.1%
8	BAR KAP	2.1%
9	Behind The Green Door	2.1%
10	Cherry Discotheque	2.1%
	Other	70.5%

Brand SOV 0% Brand Rank - Total Brands 73 Avg. SOV 1.4%

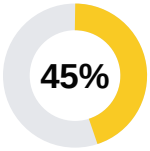
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



VANTA appears in 20/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



9/20 branded-search posts that mention the selected brand are from VANTA Members (45%).

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	15%	85%

WHAT PEOPLE ARE SAYING

Positive: VANTA is highly regarded for its exclusive, high-end positioning and design, with posts praising its interior by CCD, curated wine program led by a seasoned sommelier, and private events featuring luxury brands and thought leadership, all contributing to an intimate and memorable member experience.

Neutral: VANTA is a private members club in Singapore, located in the historic MacDonald House, and is scheduled to open in 2025; some posts simply announce or preview the club without expressing strong opinions.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
VANTA ranks - in broad search with 0% SOV, while Lulu's Lounge leads at 4.2%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
VANTA appears in 20/40 branded-search posts (50%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

3 Turn positive sentiment into proof
Users already respond positively to: VANTA is highly regarded for its exclusive, high-end positioning and design, with posts praising its interior by CCD, curated wine program led by a seasoned sommelier, and private events featuring luxury brands and thought leadership, all contributing to an intimate and memorable member experience. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 33 / 100 to 45-55 / 100 through keyword-led content, KOC proof, and stronger brand association.