



DAISY VISIBILITY INDEX

77 /100

GROWING AUTHORITY

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

EXECUTIVE READOUT

- Chatterbox holds 3.9% blended non-branded search visibility, ranking #1; the current leader Chatterbox holds 3.9%.
- Branded search visibility is 100%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 76%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS



SHARE OF VOICE
3.9%

Ranks #1 blended and #1 broad across selected non-branded keyword runs.



BRANDED SEARCH
100%

40/40 branded-search posts mention the selected brand.



BRAND CONTROL
0%

No detected Rednote account



SENTIMENT
76% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
0%

Chatterbox leads at 3.9%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

Chatterbox records 3.9% blended SOV, ranking #1, while Chatterbox leads with 3.9%. The category remains fragmented, with "Other" brands accounting for 79.1% of visibility.

Search terms: Broad Search: Singapore Hainanese chicken rice • Narrow Search: Singapore atmospheric restaurants

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Chatterbox	3.9%
2	Jumbo Seafood	2.3%
3	Level33	2.3%
4	Song Fa Bak Kut Teh	2.3%
5	Tian Tian Hainanese Chi.	2.3%
6	Boon Tong Kee	1.6%
7	Cavern Restaurant	1.6%
8	Cédric Grolet	1.6%
9	CHAMOON Hot Pot	1.6%
10	Citrus Kitchen	1.6%
	Other	79.1%

Brand SOV 3.9% Brand Rank #1 Total Brands 100 Avg. SOV 1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Level33	4.4%
2	Cavern Restaurant	2.9%
3	Eden Restaurant	2.9%
4	Flora By The Sea	2.9%
5	Mama Shelter Singapore	2.9%
6	Milli Lounge	2.9%
7	Milli Sky	2.9%
8	Monti	2.9%
9	Nutmeg & Clove	2.9%
10	RedDot Brewhouse	2.9%
	Other	69.1%

Brand SOV 0% Brand Rank - Total Brands 55 Avg. SOV 1.8%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Chatterbox	8.2%
2	Jumbo Seafood	4.9%
3	Song Fa Bak Kut Teh	4.9%
4	Tian Tian Hainanese Chi.	4.9%
5	Boon Tong Kee	3.3%
6	Da Shi Jia Big Prawn No.	3.3%
7	Golden Moments Durian C.	3.3%
8	Artemis Grill & Sky Bar	1.6%
9	Bao Makers	1.6%
10	Big Short Coffee	1.6%
	Other	62.3%

Brand SOV 8.2% Brand Rank #1 Total Brands 48 Avg. SOV 2.1%

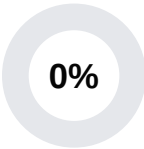
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



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

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

8%

NEUTRAL

16%

POSITIVE

76%

WHAT PEOPLE ARE SAYING



Positive: Chatterbox is widely praised for its tender, flavorful Hainanese chicken rice and rich lobster laksa, served in an elegant hotel setting ideal for family gatherings and special occasions, with standout dishes like salted egg chicken wings and coconut ice cream.



Neutral: While the restaurant offers a refined take on Singaporean classics, some diners find the food merely decent and not significantly better than cheaper hawker options, with occasional inconsistencies in temperature and texture.



Negative: Several reviewers report disappointing experiences, citing dry or bland chicken, declining quality, and hygiene issues like a bug on a tray, leading some to deem it overhyped and not worth the premium price.

5 OPPORTUNITIES

1 Launch an owned Rednote presence

No detected Rednote account is connected to this brand. Creating or linking an official account is an opportunity to own branded-search results and provide clear booking, amenities, and location proof.

2 Turn positive sentiment into proof

Users already respond positively to: Chatterbox is widely praised for its tender, flavorful Hainanese chicken rice and rich lobster laksa, served in an elegant hotel setting ideal for family gatherings and special occasions, with standout dishes like salted egg chicken wings and coconut ice cream. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

3 Address recurring trust concerns

Negative feedback is lower-volume (8%) but specific: Several reviewers report disappointing experiences, citing dry or bland chicken, declining quality, and hygiene issues like a bug on a tray, leading some to deem it overhyped and not worth the premium price. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 77 / 100 to 89-99 / 100 through keyword-led content, KOC proof, and stronger brand association.