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PORTALS: An Epic Journey Through Fantasy & Sci-Fi

Rednote Search Visibility Audit

Audit period: July 2026

DAISY VISIBILITY INDEX

21 /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

- PORTALS: An Epic Journey Through Fantasy & Sci-Fi holds 0% blended non-branded search visibility, ranking -; the current leader Formula 1® Exhibition holds 8.3%.
- Branded search visibility is 38%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 100%; 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
38%
15/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
100% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
8.3%
Formula 1® Exhibition leads at 8.3%, ahead by 8.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

PORTALS: An Epic Journey Through Fantasy & Sci-Fi records 0% blended SOV, ranking -, while Formula 1® Exhibition leads with 8.3%. The category remains fragmented, with "Other" brands accounting for 68.8% of visibility.

Search terms: Broad Search: Singapore indoor activities • Narrow Search: Singapore exhibition transportation guide

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Formula 1® Exhibition	8.3%
2	Singapore Night Festival	4.6%
3	Adventures Of Grumpy Cat	2.8%
4	Manifestos And Dreams: .	2.8%
5	Singapore Garden Festiv.	2.8%
6	Van Gogh Inside: Love, .	2.8%
7	Beauty Fiesta	1.8%
8	EXO PLANET #6 – EXhOriz.	1.8%
9	Glow Festival	1.8%
10	He Xiangning: Painting .	1.8%
	Other	68.8%

Brand SOV 0% Brand Rank - Total Brands 74 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Singapore Garden Festiv.	5.5%
2	Beauty Fiesta	3.6%
3	Formula 1 Exhibition	3.6%
4	Van Gogh Inside: Love, .	3.6%
5	Adventures Of Grumpy Cat	1.8%
6	Annual Beauty Outlet	1.8%
7	Asian Art And Craft Fai.	1.8%
8	Asian Art And Craft Fai.	1.8%
9	Balloon Exhibition	1.8%
10	ChinaJoy 2026	1.8%
	Other	72.7%

Brand SOV 0% Brand Rank - Total Brands 50 Avg. SOV 2%

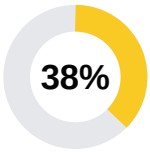
BROAD SEARCH

Rank	Brand	Share of Voice
1	Formula 1® Exhibition	13%
2	Singapore Night Festival	7.4%
3	Adventures Of Grumpy Cat	3.7%
4	EXO PLANET #6 – EXhOriz.	3.7%
5	Light Together	3.7%
6	Manifestos And Dreams: .	3.7%
7	Spirit Of Vessels, Phil.	3.7%
8	Absolute Science: Let's.	1.9%
9	Botero In Singapore	1.9%
10	Crosscurrents	1.9%
	Other	55.6%

Brand SOV 0% Brand Rank - Total Brands 40 Avg. SOV 2.5%

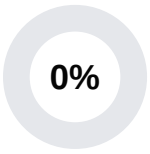
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



PORTALS: An Epic Journey Through Fantasy & Sci-Fi appears in 15/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	0%	100%

WHAT PEOPLE ARE SAYING

Positive: The exhibition is widely praised for its handcrafted, screen-free physical sets and over 10,000 hand-painted miniatures, delivering a nostalgic and deeply immersive sci-fi and fantasy experience.

Neutral: Visitors share practical tips such as 2-hour minimum visit, no restrooms inside the venue, and a ban on selfie sticks to protect original artifacts.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
PORTALS: An Epic Journey Through Fantasy & Sci-Fi ranks - in broad search with 0% SOV, while Formula 1® Exhibition leads at 13%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
PORTALS: An Epic Journey Through Fantasy & Sci-Fi appears in 15/40 branded-search posts (38%). 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 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.

4 Turn positive sentiment into proof
Users already respond positively to: The exhibition is widely praised for its handcrafted, screen-free physical sets and over 10,000 hand-painted miniatures, delivering a nostalgic and deeply immersive sci-fi and fantasy 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 21 / 100 to 33-43 / 100 through keyword-led content, KOC proof, and stronger brand association.