

The Iron Fairies

Rednote Search Visibility Audit

Audit period: July 2026



DAISY VISIBILITY INDEX

73 /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

- The Iron Fairies holds 7.6% blended non-branded search visibility, ranking #2; the current leader Bar Leone holds 8.6%.
- Branded search visibility is 95%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 94%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS



SHARE OF VOICE
7.6%

Ranks #2 blended and #5 broad across selected non-branded keyword runs.



BRANDED SEARCH
95%

19/20 branded-search posts mention the selected brand.



BRAND CONTROL
0%

No detected Rednote account



SENTIMENT
94% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
1%

Bar Leone leads at 8.6%, ahead by 1%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Iron Fairies records 7.6% blended SOV, ranking #2, while Bar Leone leads with 8.6%. The category remains fragmented, with "Other" brands accounting for 56.7% of visibility.

Search terms: Broad Search: Hong Kong nightlife guide • Narrow Search: Central bar recommendations

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Bar Leone	8.6%
2	The Iron Fairies	7.6%
3	COA	6.7%
4	Quinary	4.8%
5	Bar Mius	3.3%
6	Orchard	2.9%
7	Barcode	2.4%
8	GOKAN	2.4%
9	Penicillin	2.4%
10	SOCIO	2.4%
	Other	56.7%

Brand SOV 7.6% Brand Rank #2 Total Brands 94 Avg. SOV 1.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Iron Fairies	13.3%
2	Bar Leone	10.7%
3	COA	6.7%
4	Quinary	5.3%
5	DarkSide	2.7%
6	GOKAN	2.7%
7	Lockdown	2.7%
8	Maggie Choo's	2.7%
9	Ned Kelly's Last Stand	2.7%
10	Orchard	2.7%
	Other	48%

Brand SOV 13.3% Brand Rank #1 Total Brands 44 Avg. SOV 2.3%

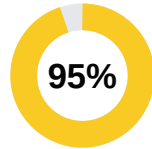
BROAD SEARCH

Rank	Brand	Share of Voice
1	Bar Leone	7.4%
2	COA	6.7%
3	Bar Mius	4.4%
4	Quinary	4.4%
5	The Iron Fairies	4.4%
6	Barcode	3%
7	Orchard	3%
8	Penicillin	3%
9	Argo	2.2%
10	GOKAN	2.2%
	Other	59.3%

Brand SOV 4.4% Brand Rank #5 Total Brands 74 Avg. SOV 1.4%

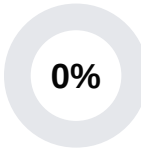
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Iron Fairies appears in 19/20 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

6%

NEUTRAL

0%

POSITIVE

94%

WHAT PEOPLE ARE SAYING



Positive: The bar is widely praised for its magical butterfly decor, energetic live band performances, and photogenic ambiance that transitions from a chill lounge to a lively dance party after 10pm.



Neutral: On weekends there is a 200 HKD minimum charge which includes one drink, and most staff communicate primarily in English.



Negative: It can become extremely crowded after 10pm, making it hard to move and enjoy the atmosphere, and some find the entry fee poor value for the cramped experience.

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: The bar is widely praised for its magical butterfly decor, energetic live band performances, and photogenic ambiance that transitions from a chill lounge to a lively dance party after 10pm. 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 (6%) but specific: It can become extremely crowded after 10pm, making it hard to move and enjoy the atmosphere, and some find the entry fee poor value for the cramped experience. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 73 / 100 to 85-95 / 100 through keyword-led content, KOC proof, and stronger brand association.