

DAISY VISIBILITY INDEX

40 /100

EMERGING PRESENCE

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

EXECUTIVE READOUT

- HighHouse holds 0.5% blended non-branded search visibility, ranking #61; the current leader SKAI Restaurant holds 10.3%.
- Branded Search Visibility is 90%, while Brand Control is 11.1%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 88%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS



SHARE OF VOICE  
0.5%

Ranks #61 blended and #40 broad across selected non-branded keyword runs.



BRANDED SEARCH  
90%

18/20 branded-search posts mention the selected brand.



BRAND CONTROL  
11%

2/18 qualifying branded-search posts are brand-owned from HighHouse and NOVA.



SENTIMENT  
88% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)  
9.8%

SKAI Restaurant leads at 10.3%, ahead by 9.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

HighHouse records 0.5% blended SOV, ranking #61, while SKAI Restaurant leads with 10.3%. The category remains fragmented, with "Other" brands accounting for 56.3% of visibility.

Search terms: Broad Search: Singapore rooftop bar • Narrow Search: Singapore terrace bar

BLENDED SEARCH

| Rank | Brand               | Share of Voice |
|------|---------------------|----------------|
| 1    | SKAI Restaurant     | 10.3%          |
| 2    | Nutmeg & Clove      | 6.1%           |
| 3    | CÉ LA VI Singapore  | 4.7%           |
| 4    | Jigger & Pony       | 4.7%           |
| 5    | Atlas Bar           | 4.2%           |
| 6    | Smoke & Mirrors     | 3.8%           |
| 7    | Mama Sky Pool & Bar | 2.8%           |
| 8    | Native              | 2.3%           |
| 9    | No. 5 Emerald Hill  | 2.3%           |
| 10   | The Other Room      | 2.3%           |
|      | Other               | 56.3%          |
| 61   | HighHouse           | 0.5%           |

Brand SOV 0.5% Brand Rank #61 Total Brands 70 Avg. SOV 1.4%

NARROW SEARCH

| Rank | Brand                 | Share of Voice |
|------|-----------------------|----------------|
| 1    | SKAI Restaurant       | 10.4%          |
| 2    | CÉ LA VI Singapore    | 8.3%           |
| 3    | Nutmeg & Clove        | 5.2%           |
| 4    | Mama Sky Pool & Bar   | 4.2%           |
| 5    | Smoke & Mirrors       | 4.2%           |
| 6    | Atlas Bar             | 3.1%           |
| 7    | Jigger & Pony         | 3.1%           |
| 8    | Mr. Stork Rooftop Bar | 3.1%           |
| 9    | Southbridge           | 3.1%           |
| 10   | BAIA                  | 2.1%           |
|      | Other                 | 53.1%          |

Brand SOV 0% Brand Rank - Total Brands 54 Avg. SOV 1.9%

BROAD SEARCH

| Rank | Brand              | Share of Voice |
|------|--------------------|----------------|
| 1    | SKAI Restaurant    | 10.3%          |
| 2    | Nutmeg & Clove     | 6.8%           |
| 3    | Jigger & Pony      | 6%             |
| 4    | Atlas Bar          | 5.1%           |
| 5    | Smoke & Mirrors    | 3.4%           |
| 6    | Helen's Bar        | 2.6%           |
| 7    | Native             | 2.6%           |
| 8    | No. 5 Emerald Hill | 2.6%           |
| 9    | The Other Room     | 2.6%           |
| 10   | 1-Arden            | 1.7%           |
|      | Other              | 56.4%          |
| 40   | HighHouse          | 0.9%           |

Brand SOV 0.9% Brand Rank #40 Total Brands 62 Avg. SOV 1.6%

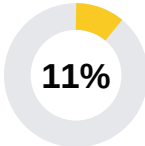
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



HighHouse appears in 18/20 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



2/18 branded-search posts that mention the selected brand are from HighHouse and NOVA (11%).

4 SENTIMENT ANALYSIS

NEGATIVE

0%

NEUTRAL

13%

POSITIVE

88%

WHAT PEOPLE ARE SAYING



**Positive:** The panoramic 62nd-floor skyline views of Marina Bay are stunning and create a romantic atmosphere ideal for dates and celebrations.



**Neutral:** Window seats with the best views require advance booking and typically have a minimum spend per person.



**Negative:** The food quality is inconsistent, with some dishes described as ordinary or mediocre.

5 OPPORTUNITIES

1

Capture broad discovery demand

HighHouse ranks #40 in broad search with 0.9% SOV, while SKAI Restaurant leads at 10.3%. Build broad discovery content that connects the property to category-level searches before users search by name.

2

Increase brand-owned control

Only 11.1% of qualifying branded-search results come from the selected brand-owned account. Publish more official posts that answer common search intent and point users back to owned booking, amenities, and location proof.

3

Turn positive sentiment into proof

Users already respond positively to: The panoramic 62nd-floor skyline views of Marina Bay are stunning and create a romantic atmosphere ideal for dates and celebrations. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 40 / 100 to 52-62 / 100 through keyword-led content, KOC proof, and stronger brand association.