Bramwell Software — demo data

Synthetic demo data. Scores are calculated exactly as for every brand, on synthetic inputs.
Prepared by Kenning

Know where your brand stands.

Monthly board report

2026-10-01 to 2026-10-31 · issued 17 November 2026

64 · Healthy, against this brand's own history

Kenning Score

> Bramwell Software — demo data has a Kenning Score of 64 with 4 of 4 pillars live, improving by 7.0 points vs 28 days earlier.

64 · Healthy

against this brand's own history

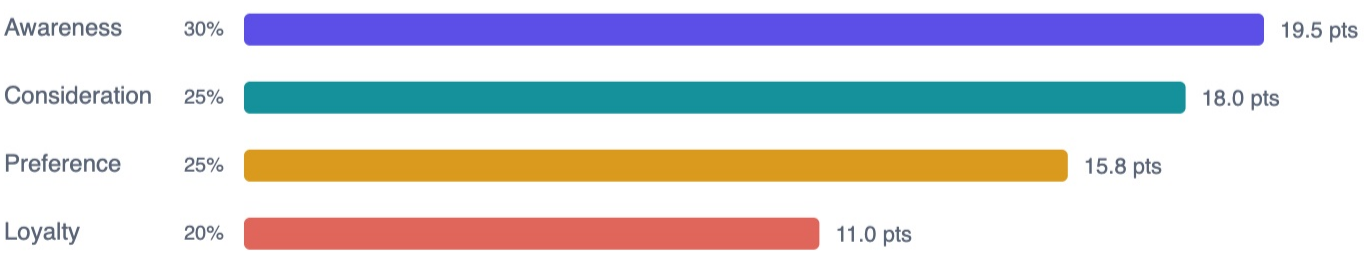
Bands describe this brand against its own history, not the market.

+7.0 pts vs 28 days earlier

4 of 4 pillars live

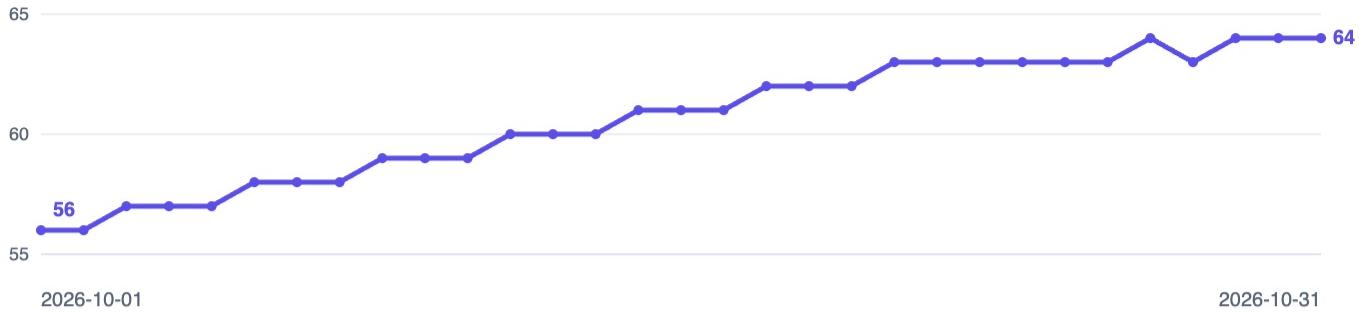
Methodology v1 · Coverage 62% (16 of 26 inputs)
All four pillars are receiving data.
A day first recorded as insufficient data may be scored later the same day when a data source connects; scored values are never revised.

Weighted pillar contribution to the composite



Demo brand — synthetic data

Kenning Score history



65	72	63	55
Awareness · 30 %	Consideration · 25 %	Preference · 25 %	Loyalty · 20 %
Contributes 19.5 pts	Contributes 18.0 pts	Contributes 15.8 pts	Contributes 11.0 pts

Share of voice

> The brand holds 73 % of recorded coverage reach against 4 competitors with coverage this period.

By story count — syndicated reprints grouped into one story — the share is 60 % (18 of 30 distinct stories).

Reach totals exclude items from outlets that publish no audience figure.

Performance by market

> 2 markets are recorded but none has enough data to be scored yet.

Market comparison · momentum against each market's own baseline

United Kingdom — Insufficient data to score

Ireland — Insufficient data to score

Market	Kenning Score	Change	Pillars live	Share of voice
United Kingdom	Insufficient data to score	—	—	77 %
Ireland	Insufficient data to score	—	—	60 %

Not enough data in United Kingdom yet to score it — a pillar needs at least 8 data points in this market. Share of voice in United Kingdom is 77 % against 4 recorded competitors with coverage this period.

Not enough data in Ireland yet to score it — a pillar needs at least 8 data points in this market. Share of voice in Ireland is 60 % against 4 recorded competitors with coverage this period.

Market scores measure momentum against that market's own baseline. They are not comparable in absolute terms between markets and do not sum to the overall score. The overall Kenning Score above remains the sole headline measure.

What moved it

> From the headline's like-for-like day to the latest scored day (2026-10-03 to 2026-10-31) the composite moved +7.6 points, the sum of every daily comparison in that window, decomposed below by pillar so the parts add exactly to the total. The headline change at the top of the report is +7.0 vs 28 days earlier.

2026-10-03 to 2026-10-31 · total movement +7.6 pts

Daily scores are published as whole numbers; the breakdown is calculated before rounding, so it can differ from the published movement by up to one point. Rounding in this window: -0.6 pts.

Loyalty	**+2.9**	Loyalty rose 2.9 pts, driven by CRM contacts.
Consideration	**+2.8**	Consideration rose 2.8 pts, driven by website sessions.
Awareness	**+1.8**	Awareness rose 1.8 pts, driven by paid impressions.
Preference	**+0.1**	Preference rose 0.1 pts, driven by media sentiment.

Board summary

> Bramwell Software — demo data has a Kenning Score of 64 as of 31 October 2026. The score improved by 7.0 points vs 28 days earlier (2026-10-03 to 2026-10-31).

Kenning briefing v1 · score of 2026-10-31

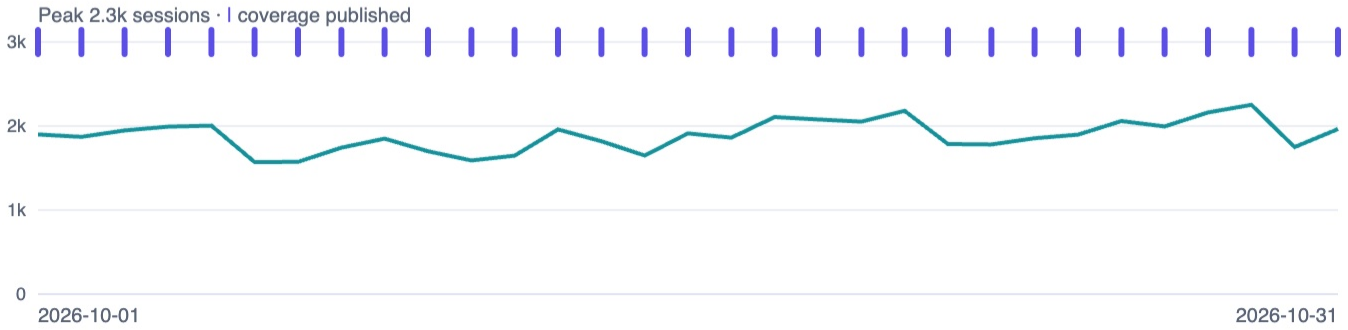
Media coverage

> 31 items were recorded this period, with predominantly positive coverage led by the "Bramwell Software opens a second workshop..." story family, reaching an estimated 7.9M people. 45% of items were positive.

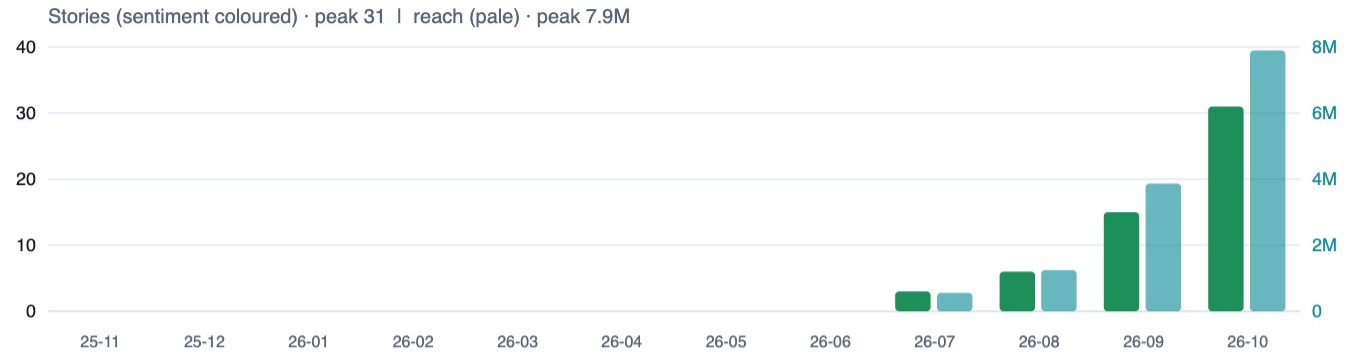
6	14	7.9M	45%
Stories (31 items)	Positive	Total reach	Positive rate

12-month context: 55 items, 13.6M reach, 51 % positive.

Coverage vs demand · daily sessions with coverage markers



12 - month coverage history · stories and reach by month



Stories this period

Story	Outlets	Combined reach	Sentiment
Bramwell Software opens a second workshop in Ironvale	6	1.8M	positive
Bramwell Software reports a steadier quarter	5	1.6M	neutral
Bramwell Software names a new operations lead	5	1.4M	neutral
Bramwell Software joins the Sablewood supplier scheme	5	1.2M	positive
How Bramwell Software rebuilt its service promise	5	1.0M	neutral
Buyers weigh up Bramwell Software against cheaper rivals	5	973K	positive

Paid media performance

Paid media delivered 204K impressions and 3K clicks for £7,010.27 , a 1.36 % click- through rate.

£7,010.27	204K	2.8K	1.36 %
Total spend	Impressions	Clicks	CTR

kenning

Show the working: every figure in this report traces to the source data behind it.

The explainable brand score, built from the data you already own.