

Category Ownership Diagnostic

This is an illustrative example of a Narrative Signal report. The scores and commentary below are a demonstration of the report format and do not relate to a real company.

EXAMPLE NARRATIVE SIGNAL SCORE

71/100

SIGNAL IS PRESENT BUT NOT OWNED

The category is clear and the company stands apart from its competitor, but the narrative is too generic to be remembered and repeated.

DIAGNOSTIC DIMENSIONS

Category Clarity 88

Whether the category is stated plainly enough for buyers, and AI systems, to place the company without guessing.

Competitive Distinctiveness 100

How the company's language separates from a named competitor when the two are compared side by side.

Narrative Differentiation 25

Whether the company holds a point of view worth repeating, or repeats the generic language of its market.

Your score tells you whether a signal exists. The report tells you why.

The free Category Ownership Test returns a score and a one line read. This report goes further: it examines each dimension in turn, shows where the signal breaks down, and explains which gaps are pulling the overall number down.

Category clarity, in depth

At 88, the category is stated clearly and consistently. Buyers, and the AI systems reading on their behalf, can place the company without guessing. This is the strongest part of the signal and should be protected rather than rewritten.

Competitive positioning

At 100, the language separates cleanly from the named competitor. Nothing in the public positioning reads as borrowed. The risk here is not confusion with a rival, it is being distinct without being memorable.

Narrative differentiation

At 25, this is the gap driving the overall score. The company describes what it does accurately but holds no point of view that a reader would repeat. Generic market language is doing the work that a claim should be doing.

Where the signal breaks down

A strong product with a weak point of view is the most common pattern in this diagnostic. Visibility work will amplify whatever position already exists, so the narrative gap is the first thing to close.

WHAT IS INCLUDED

- Overall Narrative Signal score and category ownership read
- Scores and commentary across all three diagnostic dimensions
- The specific gaps influencing the overall signal
- A shareable report link you can send to your team

DIAGNOSE · £2.99

ANALYSE · £9.99

Take the free Category Ownership Test at angelakennedy.co.uk/geo-signal-tool