

Introducing CSI: The Competitive Socialising Index

The evidence behind exceptional activity-led brands.

Think your brand is killing it? Let's investigate.

CSI (Competitive Socialising Index) is the new annual brand tracker built specifically for operators in the Competitive Socialising and Experiential Leisure space. It puts your brand under the microscope—tracking how you stack up against the competition and uncovering the clues to stronger customer engagement, loyalty, and growth.



Thanks to the research we were able to make informed decisions about product development & guest experience and better tailor our marketing to the specific needs of our guests. We are now more focused and aligned in our efforts with a greater appreciation for the power of data-driven decision making.

**JUNK
YARD
GOLF
CLUB**

We track the metrics that matter most for brand health in this high-energy sector:

- ✓ Brand awareness metrics – Are people talking about you?
- ✓ Brand perception & sentiment analysis – How do customers really see you?
- ✓ Customer satisfaction & loyalty – Are guests returning for more?
- ✓ Key drivers of choice – What's tipping the decision in your favour (or not)?
- ✓ KPI and NPS benchmarking
- ✓ Audience profiling
- ✓ Competitor benchmarking – Get the full picture on where you stand.

What is the Competitive Socialising Index?



Robust consumer data & insights

KAM specialises in consumer research and insights. We'll capture robust consumer data by brand via an annual online survey to create comparable audience profiles and benchmarks.



Key performance metrics

Data collected throughout the customer journey includes brand awareness, discovery, satisfaction, sentiment, key performance measures, overall NPS, and brand advocacy.



Benchmark against competitive set

Measuring your own brand's customer sentiment is important, but benchmarking against competitors is *essential* for understanding performance and gaining actionable insights.



Highlight growth opportunities

Our benchmarking product helps identify brand strengths and opportunities while providing a clear view of the entire market, aiding in overall channel growth and your share of it.

What CSI will reveal...

In a sector where customer expectations evolve quickly, the CSI keeps your brand one step ahead:

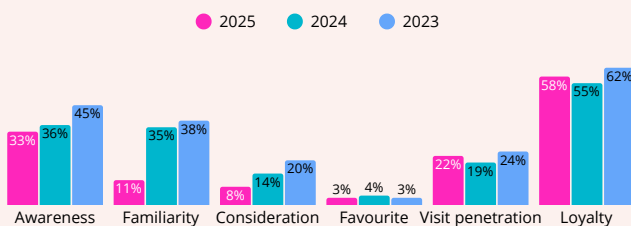
- ✓ Back up strategic decisions with hard evidence
- ✓ Spot what's working—and what needs attention
- ✓ Compare your brand's performance to key competitors
- ✓ Identify early warning signs before they impact your bottom line
- ✓ Understand customer perceptions, behaviours, and motivations to drive strategic and tactical decisions

KAM showed a brilliant understanding of the experiential leisure market. The project has solidified our confidence in the brand and guest experience and given us some critical focus areas to grow the existing estate and continue opening new sites.

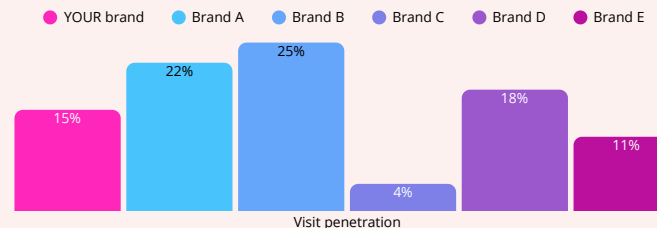
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Your CSI Intelligence Report: Example metrics.

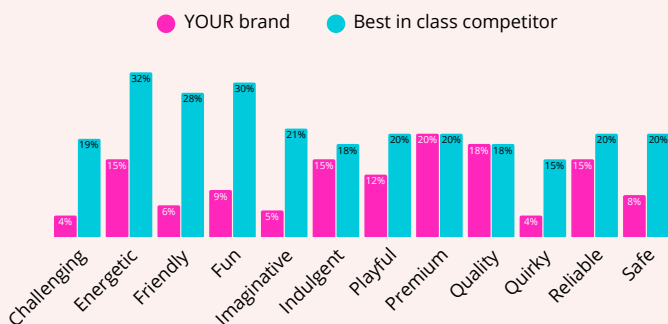
Key awareness & consideration metrics for your brand tracked over-time:



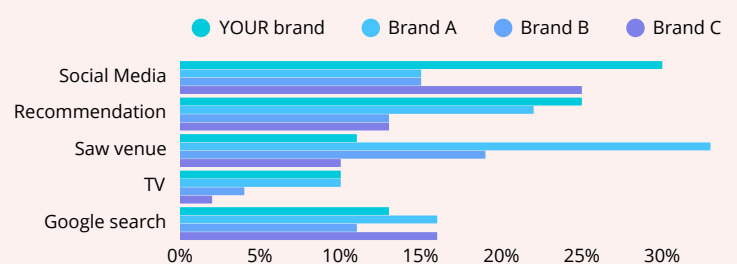
Brand KPIs benchmarked vs your competitors (in ratio to site numbers)



Brand emotion & experience associations:



Brand discovery:



Ready to put your brand under the microscope?

We're currently onboarding forward-thinking competitive socialising operators to take part in CSI 2025 - the first report will be available in October. Whether you want to benchmark against the best, understand your customer better, or sharpen your brand strategy—now's the time to get involved.

Prices start from £8,500. Drop us a line at hello@kaminsight.com.

