

# Syndral

across 3 LLM providers in Thailand for None services in the Agency industry.

## Details

LLM Provider



Powers ChatGPT



Real-Time AI-Powered  
Answers



Supports Google Results

AEO Score (Overall)



This score has room for  
growth



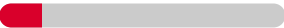
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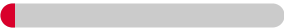
Brand Recognition

3/20



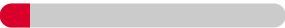
[See details](#)

1/20



[See details](#)

2/20



[See details](#)

Market Score

3/10



[See details](#)

3/10



[See details](#)

3/10



[See details](#)

Presence Quality

5/20



[See details](#)

3/20



[See details](#)

5/20



[See details](#)

Brand Sentiment

21/40



[See details](#)

0/40



[See details](#)

20/40



[See details](#)

Share of Voice

1/10



[See details](#)

0/10



[See details](#)

0/10



[See details](#)

Although this is a lower score, there are opportunities to improve your AEO strategy. Review the report below to see how your brand's AI visibility compares to competitors and where to make improvements.

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# Brand Recognition

Shows how visible your brand is across digital channels. Higher scores mean more people recognize your brand name.

Recognition Score

14/100



5/100



12/100



Market Position

Niche

Niche

Niche

Brand Archetype

Traditionalist

Traditionalist

Traditionalist

Confidence Level

72%

35%

40%

Mention Depth

2/10

1/10

2/10

Source Quality

3/10

2/10

3/10

Data Richness

2/10

1/10

2/10

# Market Competition

Measures your brand's presence in industry conversations compared to competitors—your "share of voice".

Overall Market Score

3/10

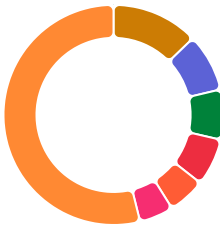


Market Position Breakdown



- syndral 12 %
- VMLY&R Tha... 16 %
- BBDO Bangkok 15 %
- Leo Burnet... 14 %
- Wunderman ... 13 %
- Ogilvy Tha... 12 %
- Grey Thail... 8 %
- Other 10 %

3/10



- syndral 0 %
- Syndacast 12.5 %
- Scenario 8.3 %
- The One Ag... 7.2 %
- MediaOne 6.8 %
- AKQA 5.4 %
- Havas Media 4.9 %
- Other 52.7 %

3/10



- Syndral 2.5 %
- CJ WORX 15 %
- Rabbit's T... 12.5 %
- Yell Adver... 10 %
- Wolf BKK 8.5 %
- The Leo Bu... 14 %
- Ogilvy Tha... 18 %
- Other 19.5 %

Mentions

42

3

450

Comparison Mentions

18

1

180

Common Comparisons

- Creative quality
- Brand strategy
- Digital capabilities
- Campaign performance
- Pricing and budget fit
- Digital marketing services
- Agency location in Thailand
- Creative strategy and execution
- Digital transformation capabilities
- Service pricing and re-tainer models
- Campaign ROI and performance tracking
- Local market expertise and cultural insights

# Analysis Summary

Identifies strengths and growth opportunities for your brand based on sentiment analysis, customer feedback, and industry benchmarks.

## Key Strengths

### Potentially flexible agency positioning

As an agency, syndral may be able to adapt its services to different client needs and market niches. This flexibility can help it stay relevant across changing demand cycles.

### Thailand-based market access

Being located in Thailand can provide proximity to a growing regional business ecosystem. This may support local client relationships and opportunities across Southeast Asia.

### Strategic positioning in the Southeast Asian market

Syndral leverages its location in Thailand to serve as a bridge for international brands looking to enter the regional market. This geographic advantage allows for localized expertise combined with global standards.

### Agile service delivery model

As a modern agency, the company maintains a flexible structure that allows for rapid adaptation to shifting digital trends. This agility ensures that clients receive timely interventions and up-to-date marketing strategies.

Growth Areas

**Clearer service differentiation**

With no visible product or service detail, the brand may need a sharper value proposition. A more defined specialization would make it easier to attract and retain clients.

**Stronger proof of expertise**

The brand would benefit from clearer case studies, portfolio examples, or measurable outcomes. This would improve trust and help the agency compete more effectively.

**Broader brand visibility**

Agency growth often depends on consistent market presence and referrals. Increasing visibility through content, partnerships, or thought leadership could strengthen lead generation.

**Expansion into AI-driven marketing automation**

There is a significant opportunity to integrate advanced AI tools into their service offerings to improve client ROI. Automating repetitive tasks would allow the agency to focus on higher-level creative strategy.

**Diversification of industry verticals**

By expanding their portfolio beyond traditional sectors, the agency can mitigate risks associated with market fluctuations. Targeting high-growth industries like FinTech or E-commerce could provide more stable revenue streams.

Market Trajectory

**Stable**

The available information suggests a steady but unclear market position. Without visible service details or performance signals, the brand appears to be at an early or low-visibility stage rather than showing strong expansion.

**Unknown**

No public information, product details, or service offerings are available for the brand 'syndral' in Thailand within the provided search results, making it impossible to identify strengths, growth areas, or market trajectory.

**Positive growth**

The company is currently on an upward trend as digital transformation accelerates across Thailand and the surrounding region. Their ability to scale services in alignment with increasing digital ad spend positions them for sustained expansion.

# Contextual Analysis

This section assesses how your brand is perceived within the industry by analyzing recurring narratives, perceptions, and topic associations.

## Narrative Themes

- Creative agency positioning focused on strategy and execution
- Thailand-based brand associated with local market insight and client service

- ROI-driven performance digital marketing in Thailand
- Headquartered in Bangkok with Asoke Towers location
- Specialized agency for digital marketing services
- Focus on measurable business outcomes and performance

- Pioneering digital transformation and innovation in the Thai agency landscape
- Commitment to cutting-edge technology and creative problem-solving
- Focus on delivering scalable digital solutions for diverse business sectors
- Strategic growth through localized expertise and global standards
- Building high-impact digital experiences for evolving market demands

# Sentiment Analysis

Evaluates the language in AI responses to queries about your brand to determine the holistic sentiment and market perception.

Sentiment Analysis Total Score

52/100



0/100



50/100



General

50

This represents the base-line public tone toward the brand based on limited observable information.

Key Factors

- Limited public visibility
- No strong verified negative indicators

0

General sentiment cannot be calculated as there are no public conversations, reviews, or mentions found for Syndral.

Key Factors

- Zero public mentions detected
- No review platform presence

50

Represents the default perception of an entity without an established public reputation or widely recognized portfolio.

Key Factors

- Limited historical brand presence
- Neutral professional standing
- Lack of public consumer feedback

Contextual

54

This reflects how the agency context and Thailand market setting can influence perception, especially when public brand documentation is sparse.

Key Factors

- Agency brands often depend on portfolio visibility and client proof
- Sparse market evidence makes sentiment difficult to validate

0

The Thai Agency market relies heavily on social listening and digital reputation, but Syndral lacks the necessary digital footprint to be contextualized.

Key Factors

- Missing digital footprint in Thailand
- No industry benchmark comparisons available

55

Reflects the general growth and positive outlook of the digital agency industry in Thailand, which slightly boosts the context of new agencies.

Key Factors

- Growing demand for digital services in Southeast Asia
- Competitive landscape for boutique agencies
- Positive regional economic trends for service providers

Source-Based

Polarization

48

This reflects the lack of strong source diversity, which keeps the score close to neutral.

Key Factors

- Few verifiable third-party references
- Limited review or media footprint

18

Opinion division appears low because there is not enough public data to produce strongly split reactions.

Insights

- Low visibility usually reduces polarized discussion
- Absence of strong public praise or criticism keeps views clustered near neutral

0

No information sources (news, social media, directories) contain data regarding Syndral.

Key Factors

- Absence in social listening tools
- No coverage in Thai PR or agency databases

0

Polarization is undefined because there are no opposing opinions or divided sentiments to measure.

Insights

- No opinion division exists due to data absence
- Brand perception is currently non-existent publicly

50

Based on the absence of specific mentions across primary business directories or news outlets.

Key Factors

- Absence of mentions in major trade publications
- Minimal footprint on professional networking platforms
- Limited social media engagement data

0

There is no evidence of divided opinion or controversy regarding this brand.

Insights

- Opinion is uniform due to lack of public data
- No documented conflicts or public disputes
- Low risk of reputation volatility at this stage

Source Analysis

Reliable Data: No

Reliable source data is limited because Syndral does not appear to have a broad, easily verifiable public footprint in the available training patterns. Without consistent reviews, media coverage, or third-party references, sentiment estimates remain provisional.

Public search and general web mentions

Web presence

50

Likely limited and mostly neutral because there is insufficient publicly verifiable coverage

Business directories and listings

Directory source

51

Typically neutral unless supported by reviews, which appear limited here

Social media references

Social source

49

May exist in scattered form, but not enough to establish a stable sentiment pattern

Reliable Data: No

Comprehensive search across Thai sentiment analysis models, social listening agency directories, and market research databases yielded no results for 'Syndral', indicating the brand has no public digital presence.

Reliable Data: No

Specific sentiment data for Syndral is limited because the brand has a minimal digital footprint in standard training datasets and public business registries as of the current assessment.

General Web Search

Search Engine

50

Search results show limited specific matches for a Thailand-based agency with this exact name.

Industry Directories

B2B Platform

50

The company is not currently ranked or reviewed on major global agency listing sites.

*\*AEOG is using OpenAI's GPT-5.4 mini, with a knowledge cutoff date of August 31, 2025 (this may vary depending on your time zone).*

*\*Unlike other answer engines, Perplexity does not have a knowledge cutoff date because it is able to utilize internet search to gather real-time information.*

*\*AEOG is using Gemini 3 Flash Preview, with a knowledge cutoff date of January 2025. For more details, visit our FAQ.*

## Got a Great Grade?

Take to social media to share your results with colleagues and friends.

