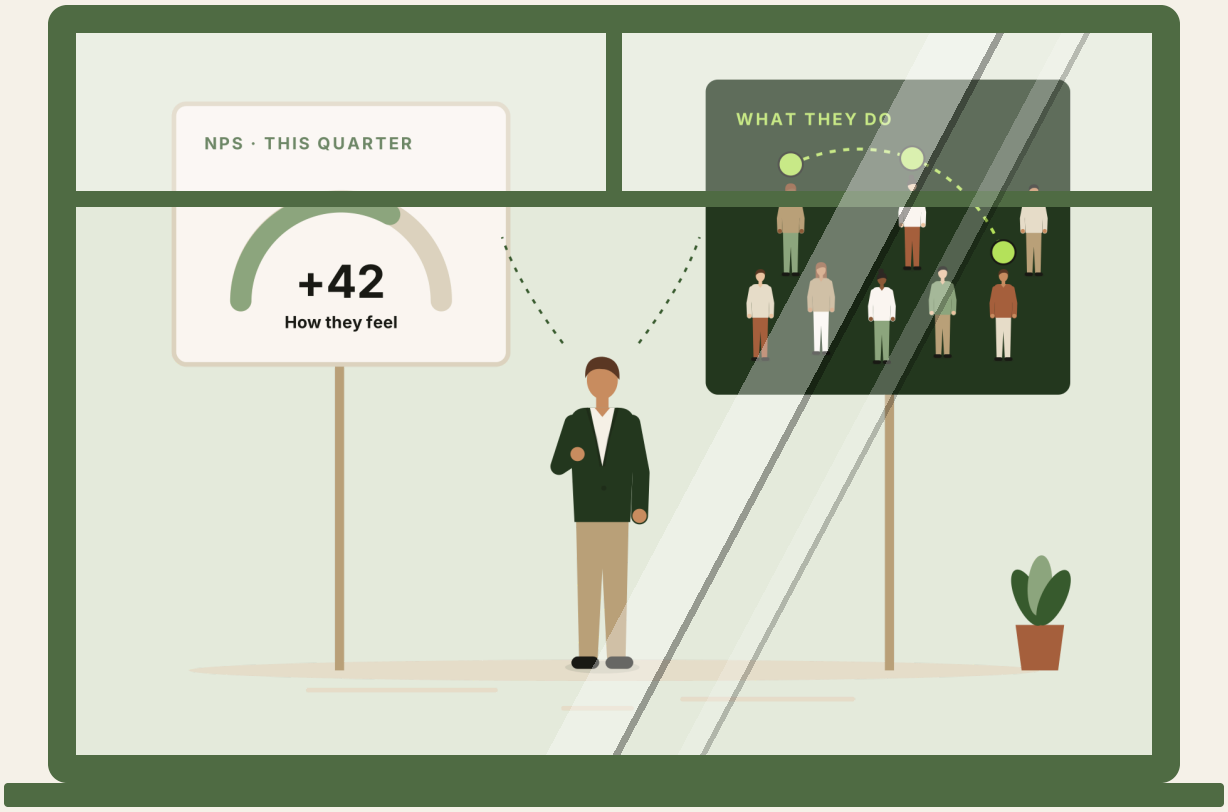
The Market Verdict™

FICTIONAL EXAMPLE



BRAND INTELLIGENCE REPORT · THE OUTSIDE READ

Corvelle Fitness

Six fitness studios marketed as high-intensity training. What public evidence shows members actually come for.

BIR Builder · Pilot Edition · October 2026 · Specimen: fictional company

Corvelle Fitness is fictional. Its reviews, competitors and sources were created to show the format. © 2026 Alchemic Graph

You are marketing a high-intensity gym. Members are using you to get strong safely.

THE BRAND YOU PLANNED

High-energy HIIT for young professionals: “Train like an athlete. Burn 1,000 calories.”

WHAT THE PUBLIC EVIDENCE SUPPORTS

Coached, low-impact strength for people whose bodies need care: over 45, coming back from injury, or told to start lifting by a doctor.

Three things worth knowing

1. **The gentle classes are the full ones.** In 48 weekday sessions we checked on the public booking page, the low-impact “Strong & Steady” class had a waitlist in 41. The 6am HIIT class had open places in 39 [3].
2. **Reviews talk about joints, not calories.** Of 212 public reviews from the last 12 months, 88 (42%) mention knees, backs, injury, age, menopause or a physiotherapist. 31 (15%) mention intensity, sweat or calories [1][2].
3. **Physiotherapists send you patients.** Three local physiotherapy clinics list Corvelle on their “after your treatment” pages [5]. Nobody planned that channel.

WHAT TO DO FIRST

Stop cutting Strong & Steady sessions to make room for HIIT. Add one weekday Strong & Steady session at the busiest studio, and count who books it.

About this sample. Corvelle Fitness is a fictional company. Every review, number, competitor and source in this report was created to show what a Brand Intelligence Report looks like for an established small business (the Builder edition). Any resemblance to a real business is unintended.

Four findings from public behavior

Each finding says what we saw, where, and how sure we are. What people did counts for more than what they said.

The gentle classes are the full ones

A USE YOU DIDN'T DESIGN FOR

What we saw	On the public booking page, Strong & Steady showed a waitlist in 41 of 48 weekday sessions sampled across September and October 2026. The 6am HIIT class showed open places in 39 of 48 [3]. Strong & Steady runs at 9:30am and 12:15pm, times the website calls "off-peak" [4].
Where	[3] [4]
How sure we are	HIGH · observed booking behavior across all six studios, checked on 16 different days. Backed by reviews [1][2].
What it suggests	Members are choosing the class the brand treats as a side offer. The demand is in the daytime, not before work.

A different customer from the one you planned

A DIFFERENT CUSTOMER THAN PLANNED

What we saw	Of 212 reviews, 88 mention knees, backs, injury, age, menopause or a physiotherapist. Seventeen posts in a regional "Over 50 and Lifting" Facebook group name Corvelle, from 14 different people [6]. Three physiotherapy clinics link to Corvelle as a next step after treatment [5].
Where	[1] [2] [5] [6]
How sure we are	HIGH · four kinds of source over 12 months, from different people acting separately.
What it suggests	Your Real Customer is someone who needs strength to be safe, not someone who wants to be pushed.

The HIIT push is wearing down what members value

A PAIN THAT KEEPS COMING BACK

What we saw	Since August 2026, 14 reviews mention louder music, faster classes or feeling rushed. Four say the writer cancelled or moved to another studio. Six of the 14 mention the Strong & Steady session that was cut at the Eastgate studio [1][2].
Where	[1] [2] [7]
How sure we are	MEDIUM · consistent, but from reviews only, and recent.
What it suggests	Small scheduling decisions are eroding the thing members chose you for.

Younger HIIT members are trying a cheaper rival

CUSTOMERS GOING TO A COMPETITOR

What we saw	PulseBox, a HIIT franchise, opened half a mile from the flagship studio in March 2026, with a $39 first month [8][9]. Nine of its first 60 reviews mention having trained at Corvelle, all naming the early-morning HIIT classes [8].
Where	[8] [9]
How sure we are	LOW · nine reviews in seven months. Early, and it could fade.
What it suggests	The customer the brand is chasing is the easiest one for a rival to take. The customer it has is not served by that rival at all.

In their own words

> *"First gym where nobody yells at me. My knees have never been better."*

Google review, Riverside studio, June 2026 [1]

> *"My physio sent me here after my hip replacement. Six months later I deadlift my own bodyweight."*

ClassPass review, August 2026 [2]

> *"They cut the 12:15 Strong & Steady for another HIIT class. Nobody I know goes to HIIT."*

Google review, Eastgate studio, September 2026 [1]

What is Corvelle's Real Brand?

We wrote three genuinely different answers and, before looking, what would show each one wrong. Then we looked.

Possible Real Brand	Wrong if	What we found	Verdict
A. High-energy HIIT for young professionals	HIIT sessions have open places while other classes fill, and intensity is rarely why people say they come	6am HIIT had open places in 39 of 48 sessions [3]. 31 of 212 reviews (15%) mention intensity. A loyal early-morning group exists, and some of it is trying PulseBox [8].	HOLDS FOR ONE GROUP Early-morning regulars
B. Safe, coached strength for bodies that need care	Low-impact classes don't fill, and reviews rarely mention joints, age or injury	Waitlists in 41 of 48 Strong & Steady sessions [3]. 88 of 212 reviews (42%) [1][2]. Physio referrals [5] and a 45+ community [6].	HOLDS
C. A neighborhood social club	People come for the workout, not each other: social events go unattended, and reviews rarely mention friends	54 reviews mention friends, community or "my people" [1][2]. Most of those also mention joints or injury, so the two can't be separated. The Instagram events pages show no attendance figures [7].	NOT TESTED YET

Reviews can mention more than one theme, so the counts overlap: 88 + 31 + 54 is more than 212. Each review is counted once per theme. Next test for C: count who turns up to the monthly Saturday social, which needs no class booking.

A AND B CAN BOTH BE TRUE

The evidence points to B as the main business and A as a smaller group at 6am. The risk is that the marketing serves A while the schedule cuts B.

Our read, in the same eight fields as your workbook

This is what public evidence supports. It is not confirmed. Crosscheck compares it with your own.

01 · THE REAL BRAND
Coached, low-impact strength training for people whose bodies need care, in a room where nobody yells.

02 · THE JOB (IN CUSTOMERS' WORDS)
"Get strong without getting hurt." Close to how 23 reviews put it; the phrase itself is our summary [1][2].

03 · THE REAL CUSTOMER
Adults over 45, people returning from injury or surgery, and people sent by a physiotherapist.

04 · THE EVIDENCE
Waitlists [3]; 88 of 212 reviews [1][2]; physio referral pages [5]; a 45+ community group [6].

05 · THE PLANNED BRAND
High-energy HIIT for young professionals: "Train like an athlete. Burn 1,000 calories." [4]

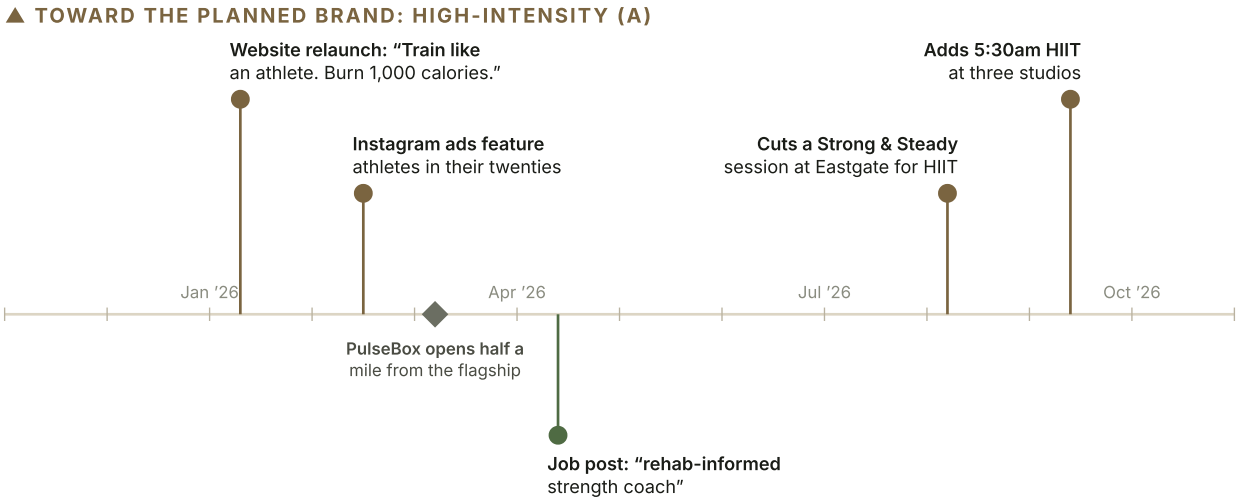
06 · THE NON-NEGOTIABLE
Coaches who correct form and never push past pain. Twenty-nine reviews name a coach doing exactly that [1][2].

07 · WHAT YOU ARE NOT
Not a high-intensity gym for people who want to be pushed. PulseBox does that, more cheaply.

08 · WHAT CHANGES NOW
Protect and add Strong & Steady sessions, make the physio channel official, and move the homepage from calories to strength that lasts.

Four of five public decisions pull toward the brand members didn't choose.

Dated public decisions in the last 12 months, above or below the line by the direction they move the brand [4][7][10]. The grey diamond is a competitor event, not a decision.



Meanwhile, what members said: reviews about joints, age or injury

Share of each quarter's public reviews [1][2]. Counts: 18 of 48, 21 of 52, 24 of 55, 25 of 57.



Over the same four quarters, reviews about intensity fell from 10 of 48 (21%) to 6 of 57 (11%). The marketing is moving one way and the members the other. That is what drift looks like before it shows up in revenue.

06 · WHAT TO DO NEXT

Three actions

1. **Put back the cut session, and add one more.**
   WEEKS 1–4 · OWNER: STUDIO OPERATIONS
   Restore the 12:15pm Strong & Steady at Eastgate and add a 10:45am session at the flagship. Measure: bookings, waitlists and first-time members in those sessions over four weeks, against the 6am HIIT.
2. **Make the physio channel official.**
   WEEKS 2–8 · OWNER: THE OWNER
   Offer the three referring clinics a referral card with a free first class. Measure: cards redeemed and how many of those people are still booking after eight weeks. Cards redeemed are behavior; a clinic saying yes is only interest.
3. **Test the homepage against what members say.**
   WEEKS 4–10 · OWNER: MARKETING
   Run the current “Burn 1,000 calories” page against one built on “strength that lasts”, splitting traffic evenly. Measure: trial bookings per 1,000 visitors.

07 · OUR PREDICTION, ON RECORD

What we expect to happen

ILLUSTRATIVE · RECORDED OCTOBER 2026 · CHECK DATE OCTOBER 2027

If the schedule keeps shifting toward HIIT, by October 2027 Strong & Steady will still be waitlisted in at least 75% of sampled weekday sessions, while the early HIIT classes will have open places in at least half.

Right if: both hold in a sample of at least 40 weekday sessions across the studios.

Wrong if: Strong & Steady waitlists fall below 50% of sessions, or early HIIT fills in most sessions.

Inconclusive if: fewer than 40 sessions can be sampled, the booking page stops showing waitlists, or the class names or times change so much that the comparison breaks.

Recorded before the outcome is known. Illustrative, because this is a fictional company: it shows the format of a prediction, not a real forecast.

What this rests on

What we could not see

This assessment is based on publicly available evidence only. It does not include internal financials, customer-level transaction data, or management-provided documents. We did not see your workbook.

What we are least sure about

- People who write reviews aren't all members. Members who are recovering from injury may review more often because the change in their lives is bigger.
- A waitlist on the booking page shows a full class, not total demand. Strong & Steady may simply have fewer places.
- The PulseBox finding rests on nine reviews. It could fade.
- We can't separate the social-club answer from the strength answer with public evidence.

Sources

1. Google Reviews, Corvelle Fitness, all six studios, Oct 2025–Oct 2026, 141 reviews read.
2. ClassPass reviews, Corvelle Fitness, same period, 71 reviews read.
3. Corvelle public booking page, 48 weekday sessions on 16 days, Sep–Oct 2026.
4. Corvelle website, current and archived versions, Nov 2025–Oct 2026.
5. Websites of three local physiotherapy clinics, "after your treatment" pages, accessed Oct 2026.
6. "Over 50 and Lifting", regional Facebook group, posts naming Corvelle, 2025–2026.
7. Corvelle Instagram account, posts and events, Nov 2025–Oct 2026.
8. Google Reviews, PulseBox (nearby location), Mar–Oct 2026, 60 reviews read.
9. PulseBox pricing page and local news coverage of the opening, Mar 2026.
10. Corvelle job posting, "Rehab-informed strength coach", Apr 2026.

Specimen: Corvelle Fitness, its reviews, competitors and sources are fictional, created to show the format and tone of a Brand Intelligence Report. The Market Verdict™ does not claim omniscience, internal access, or definitive knowledge of customer intent. It reads publicly available behavioral evidence and applies a structured interpretation framework to it.

The Market Verdict™

BRAND INTELLIGENCE REPORT · FICTIONAL EXAMPLE

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