

whole The Truth

PORTFOLIO CASE STUDY

THE PROBLEM

CLEAN LABELS EXIST. CONFIDENCE DOESN'T.

Customers want honesty in every bite, but hidden ingredients and vague claims make it **hard to trust** what they eat.

THE SOLUTION

Proof, not promises.

A new trust layer that brings transparency to life—simply, clearly, and instantly.



Lab Tested
Results you can verify



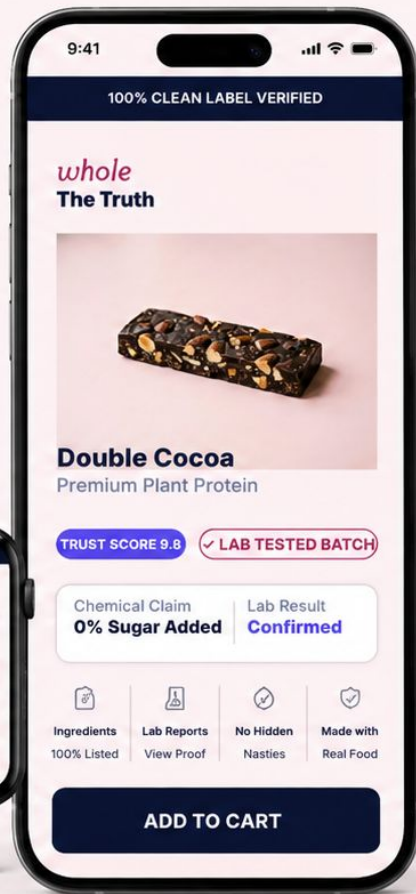
Clean Label
No nasties. Ever.



Full Transparency
Every ingredient. Openly listed.



Built-in Trust
Because proof builds loyalty.



Designed by Shreya Gupta

Cooked up by Shreya →



Empowering customers to choose with confidence. **Every single time.**

EXECUTIVE SUMMARY

whole
The Truth

TWT has built strong trust through **radical transparency**.

01

POSITIONING

Premium clean label nutrition built around ingredient transparency.

02

EQUITY

Trust and differentiation are strong. Price and limited reach restrict frequency.

03

IDENTITY

TWT behaves like a food trust movement while consumers often experience it as a premium clean snack.



BRAND ASSET

Ingredient transparency



ARCHETYPE

Sage plus Rebel



CORE CHALLENGE

Turn trust into habit

How can TWT become an everyday food habit while protecting its transparency advantage?

Analyzing the positioning of The Whole Truth

TWT entered as Indian consumers grew sceptical of 'health' food marketing prioritising ingredient honesty, real taste and functional protein over legacy claims.



Correlational PoP

Borrows credibility from the global clean-label movement — no B.S. labelling, founder-led D2C authenticity, science-backed nutrition.



Competitive PoP

Competes with Yoga Bar, RiteBite Max Protein & MuscleBlaze by matching protein & taste while out-declaring them on ingredients.

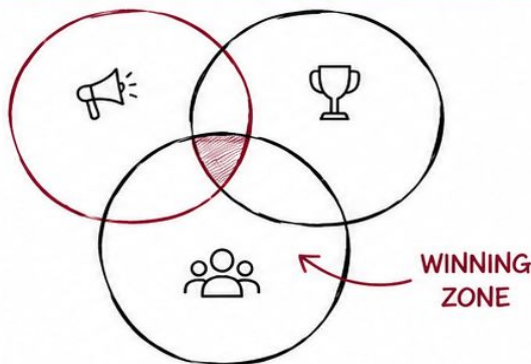


Category PoP

Operates in high-protein, clean-label healthy snacking & nutrition — bars, powders, muesli, nut spreads, date-sweetened chocolate.

Company

- Radical ingredient transparency
- Founder-led owned-media engine
- Taste-meets-clean formulation
- Category activism & food journalism



Competition

- Yoga Bar: mass distribution (ITC)
- RiteBite: high-protein, wide reach
- MuscleBlaze / ON: nutrition scale
- Open Secret: celeb-backed snacking

Consumer

- Trust without reading fine print
- Clean ingredients, no taste trade-off
- Protein that fits fitness goals
- To feel good about what they eat

TWT's Positioning: Radical Transparency You Can Taste — clean-label honesty at credible taste, at a premium.

BRAND EQUITY MODEL

Keller CBBE Pyramid

whole
The Truth

WEIGHTING

ILLUSTRATIVE SCORES

Resonance **10%**

RESONANCE

What relationship

58.0 *Resonance*

Feelings **15%**

FEELINGS

What do they feel

68.0 *Feelings*

Judgement **15%**

JUDGEMENT

What do they think

64.0 *Judgement*

Imagery **20%**

IMAGERY

What does TWT represent

66.0 *Imagery*

Performance **20%**

PERFORMANCE

What does TWT do

64.5 *Performance*

Salience **20%**

SALIENCE

Who is TWT

52.0 *Salience*

OVERALL BRAND EQUITY SCORE 62.1 / 100

BRAND EQUITY BRAND SALIENCE

Who is TWT

ILLUSTRATIVE UNAIDED RECALL INDEX

Yoga Bar

158



RiteBite

146



MuscleBlaze

132



Open Secret

120



The Whole Truth

108



64%

AIDED RECALL
Awareness with prompt

66%

CLEAN LABEL ASSOCIATION
Category attribute alignment

52.0

SALIENCE SCORE
Overall recall strength

KEY INSIGHT

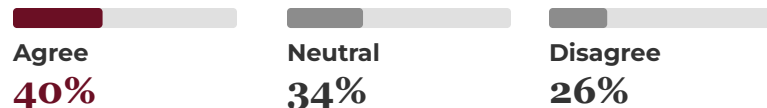
Strong association among people who know TWT. Broader recall remains the opportunity.

BRAND PERFORMANCE

Value and access

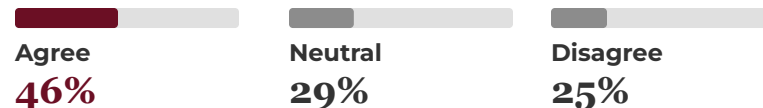
VALUE

52.0 *Premium pricing raises the trial barrier.*



ACCESS

58.0 *Limited physical availability reduces spontaneous discovery.*



KEY TAKEAWAY Trust and taste lead. Price and availability restrict reach.

BRAND EQUITY BRAND IMAGERY

What does TWT represent

BRAND PERSONALITY

68.0/100

HONEST

INTELLIGENT

NO NONSENSE

SCIENCE BACKED

PROVOCATIVE

USER IMAGERY

64.0/100

HEALTH CONSCIOUS

URBAN

LABEL AWARE

FITNESS AWARE

DELIBERATE



IMAGERY SCORE 66.0 / 100



High differentiation anchors the brand, but driving daily relevance is the primary strategic task.

JUDGEMENT INSIGHT: TWT stands out from other food brands. Everyday relevance remains the gap.

BRAND EQUITY BRAND FEELINGS

What TWT evokes

CORE EMOTIONAL BRAND VALUES

TRUST
SELF RESPECT

CONFIDENCE • PEACE OF MIND

SURVEY DISTRIBUTION (N=46)



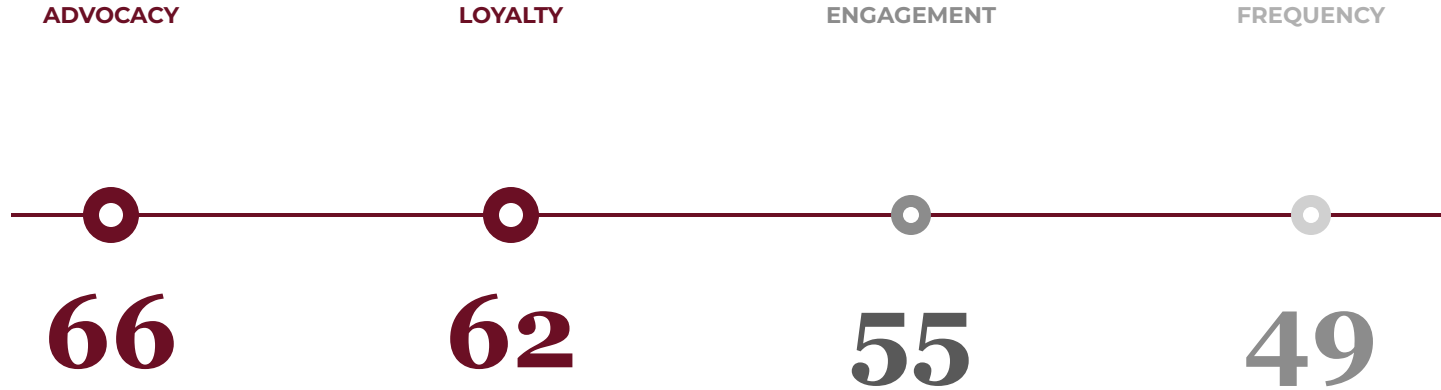
WHY CONSUMERS TRUST THE BRAND

- ✓ Ingredients shown upfront
- ✓ Lab reports published
- ✓ Factory transparency
- ✓ Pricing explained
- ✓ Education through owned media

FEELINGS SCORE 68.0 | Trust is TWT's deepest emotional equity.

BRAND EQUITY BRAND RESONANCE

Belief and advocacy are stronger than buying frequency

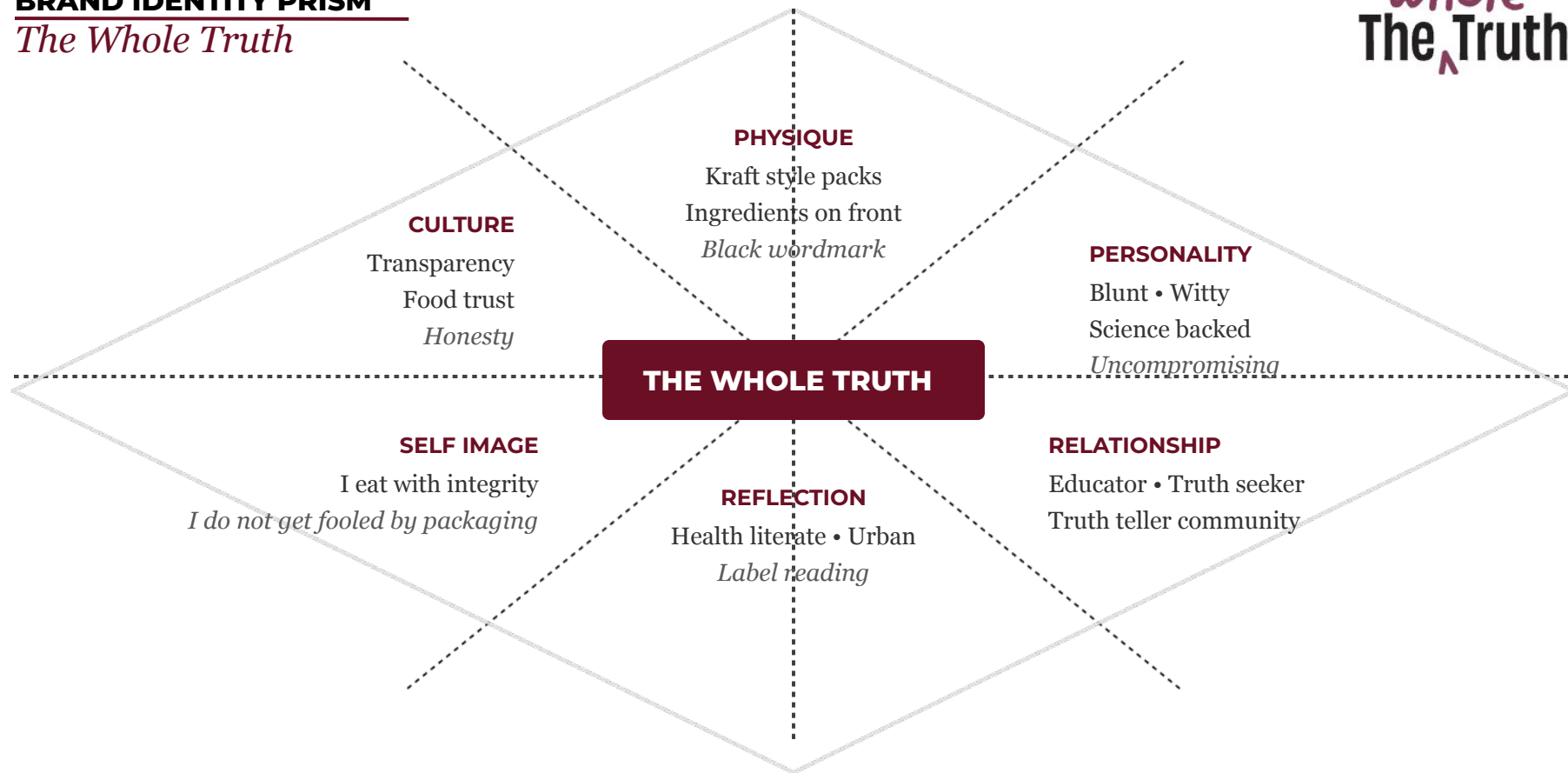


RESONANCE GAP The opportunity is to convert trust into routine.

BRAND IDENTITY PRISM

The Whole Truth

whole
The Truth



BRAND PRISM A Coherent Identity rooted in radical honesty.

whole
The Truth

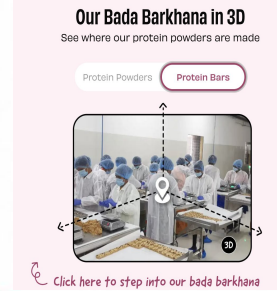
BRAND ASSET EVALUATOR

Where The Whole Truth stands today

A holistic evaluation of our brand across key dimensions that drive long-term strength.



Nothing to hide.



DIFFERENTIATION

Very high — nothing else declares ingredients like TWT does

Unique & hard to copy



RELEVANCE

Strong — aligns with rising demand for clean, honest food

Highly relevant



ESTEEM

Positive & trusted, but authority-as-category-leader still forming

Trust is strong, authority can grow



KNOWLEDGE

Deep among a health-literate niche; thin in the mass market

Awareness is the next frontier



Brand Archetype

whole
The Truth

Primary: The Sage

Truth, knowledge & transparency



Seeks knowledge. Values transparency.
Chooses what's real.

Secondary: The Rebel

Challenging a broken industry



Questions the norm. Calls out the noise.
Breaks the rules to fix what's broken.

BOLD BLACK WORDMARK

whole
The Truth

Simple, confident
and unmistakable.

Brand Elements

whole
The Truth

Every element reinforces one promise — nothing to hide



Brand Name

A promise as a name. 'The Whole Truth' is literal and declarative the brand's entire proposition compressed into three words; impossible to over-claim against.



Logo & Visual System

Bold black wordmark and minimal, ingredient-forward packaging. The list of ingredients is the hero of the pack, not a footnote or design as proof.



Tone of Voice

Blunt, witty, science-backed, anti-jargon.
'Found an ingredient you can't pronounce? Allow us to help.'
Talks to smart adults, never down to them.



Website & Ecosystem

Radical transparency built into UX: public lab reports (#nothiding), a 3D factory tour, and a 'Why prices change' page that explains cost honestly.



Owned Media

Truth Be Told newsletter, The Whole Truth Academy and ChemX form a content moat teaching, not selling — that most food brands can't replicate.



Founder as Brand

Founder Shashank Mehta (ex-HUL) is the credible public face; owned, founder-led content replaces paid celebrity endorsement and deepens authenticity.



INGREDIENT-FORWARD PACKAGING

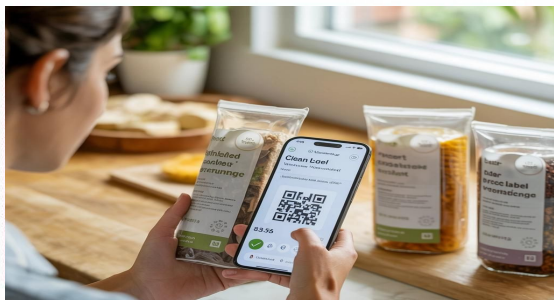


FUTURE GROWTH REQUIRES MAKING TRUST VISIBLE, USEFUL, AND REPEATABLE

truth →

1 EMBED PROOF

- **Timeline:** Immediate
- **Solve:** Trust leakage during purchase
- **Goal:** Keep proof embedded in the product experience



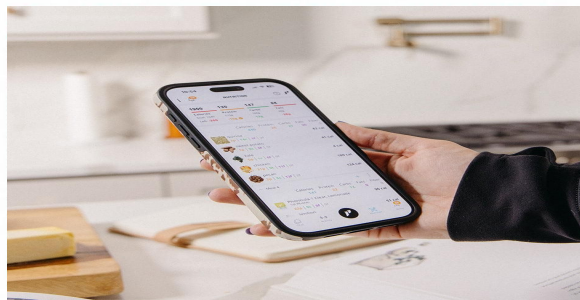
2 INGREDIENT INTELLIGENCE

- **Timeline:** Near Term
- **Solve:** Fragmented ingredient and manufacturing transparency
- **Goal:** Make verification and education interactive



3 TRUST-LED RETENTION

- **Timeline:** Medium Term
- **Solve:** Trust is not yet converted into repeat behavior
- **Goal:** Turn confidence into habits, subscriptions and reorders



THE
NORTH STAR

TRUST → CONFIDENCE → PURCHASE → HABIT → LOYALTY

*Nothing
to hide.*

STRATEGIC RECOMMENDATIONS

1 EMBED PROOF

Proof shouldn't need a new tab.

STRUCTURAL PROBLEM

Whole Truth has already earned consumer trust through clean-label positioning, but **"proof is fragmented"** across the buying journey. When shoppers want to verify a claim, they leave the product page, search for reports, open external PDFs and return with lower purchase momentum.

*Trust exists.
The journey breaks.*

STRATEGIC SOLUTION

Embed proof directly into every product page so customers never need to leave the buying journey to verify what they are being told.



1 TRUST SCORE

A simple at-a-glance confidence signal.



2 LIVE BATCH LOOKUP

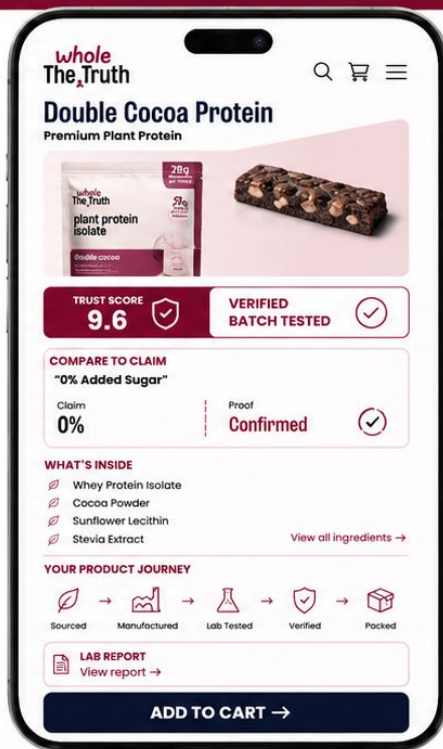
Verify the actual batch being purchased.



3 CLAIM → PROOF

Compare product claims directly with supporting evidence.

Turn verification from a separate research task into **part of the product experience**.



BEHAVIOURAL SHIFT

Consumers increasingly expect brands to prove their claims, not simply communicate them. When evidence is visible at the moment of consideration, shoppers move from skepticism to confidence without leaving the purchase journey.



STRATEGIC ADVANTAGE

Embedding proof creates a differentiated trust infrastructure that competitors cannot easily replicate through packaging, pricing or advertising alone.



1 DIFFERENTIATION

Proof becomes part of the product experience.



2 CONVERSION

Reduced uncertainty shortens the path to purchase.



3 DATA + LOYALTY

Repeated interactions with proof create richer trust signals and stronger reasons to return.

**Competitors can copy products.
They cannot easily copy a trust operating system.**



THE
STRATEGIC BET

Move proof from an external destination
to an **embedded product capability**.

*Keep trust
on the page.*

2 INGREDIENT INTELLIGENCE

Proof shouldn't need a translator. ✨

THE PROBLEM TODAY

Ingredients are listed, but not understood. Shoppers see complex terms, leave the page, search elsewhere, and often return with less confidence.



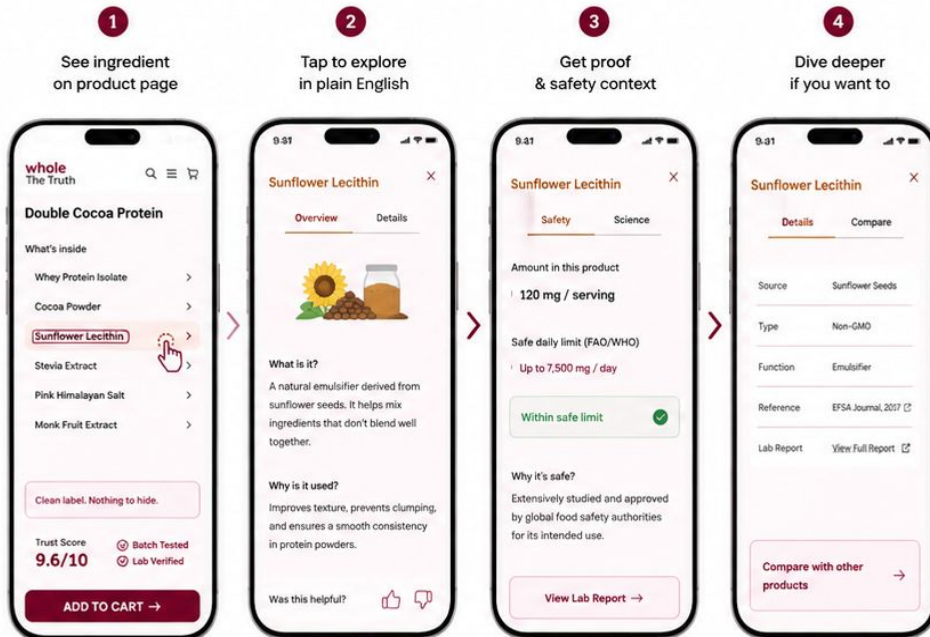
OUR SOLUTION

Tap any ingredient to instantly understand what it is, why it's used, and how much is in this product.

- TAP TO EXPLAIN**
Plain English meaning, role & source.
- SAFETY YOU CAN TRUST**
Amount per serving vs safe daily limit.
- EVIDENCE & REFERENCE**
View lab reports & scientific references.
- SMART COMPARISON**
Compare with similar products.

Make every ingredient click-worthy. ✨

THE INTERACTIVE EXPERIENCE (PROTOTYPE)



WHY THIS MATTERS

- Builds instant confidence**
Removes uncertainty at the moment of consideration.
- Reduces drop-offs**
Keeps shoppers on the page with clarity, not confusion.
- Educates while you sell**
Turns every ingredient into a moment of trust and learning.

OUR ADVANTAGE

- FIRST-OF-ITS-KIND**
Most brands declare. We explain.
- TRUST INFRASTRUCTURE**
Ingredient intelligence becomes a long-term moat.
- STRONGER LOYALTY**
More clarity → more confidence → more repeat purchases.

Understanding creates loyalty. ✨

THE IMPACT



↑30-40%

Increase in product page time



↑15-20%

Improvement in conversion rate



↓20-30%

Reduction in drop-offs during consideration



↑25%+

Higher repeat purchase over time

Outcome:

More informed shoppers.
More confident buyers.
More loyal customers.



3 TRUST-LED RETENTION

Own a ritual.
Earn a lifetime.

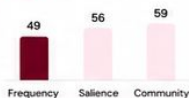
THE DIAGNOSIS

Resonance is our weakest pillar (58) and within it, frequency is the weakest attribute (49) — lower than Salience. People trust us, believe in us, but they don't buy from us often.

It's a habit problem with an economic root cause.

RESONANCE PILLAR

58 / 100



OUR STRATEGIC BET

*Don't retain a purchase,
own a ritual.*

WHY THIS WORKS (R3 > R1 / R2)

- ✓ **Creates a habit before automation.**
We build the behaviour first, then automate it.
- ✓ **Three reinforcing moats.**
Economic incentive × Daily ritual × Identity.
- ✓ **Built on trust we already earned.**
This only works because Recs 1 & 2 exist.

1 ECONOMIC REASON TO RETURN

Make repeat orders more rewarding.



Subscribe & Save
that actually saves.



Structural discount
on every order.



Savings stack with
loyalty & milestones.

+

2 BEHAVIOURAL ANCHOR, NOT A NOTIFICATION

Own a daily/weekly occasion people already have.



Truth Breakfast
Start the day right.



Truth Refuel
Post-workout ritual.



Small ritual,
big consistency.

+

3 IDENTITY REINFORCEMENT, SOCIALLY

Make the habit part of how they see themselves.



Streaks & milestones
that feel personal.



Community challenges
that feel motivating.



Wear your progress.
Inspire others.

The Truth Ritual

Your daily habit of reading before you eat.

Build it. Track it.
Feel the change.

This week

5 Day Streak

M ✓ W T F S S

Today's Ritual

Truth Breakfast
Read. Fuel. Win the day.

I DID MY RITUAL ✓

You're not just
buying a product.

You're becoming
someone who
chooses better,
every day.

12 Week Milestone

12

WEEKS STRONG

Reading before you eat.
That's real commitment.

Share your milestone



THE RISK
(LET'S BE REAL)



Ritual ownership plays are **slower** to show ROI than a reorder button, and if the discount is too aggressive tcan quietly undercut the premium positioning we've built.



HOW WE PROTECT IT

Keep subscription discount modest.
Frame it as a reward for trust,
not a price cut.

THE IMPACT



More informed
shoppers



More confident
buyers



Stronger
trust



Higher repeat
potential



APPENDIX

The details live here.

Brand Equity Model

whole
The Truth

Overall Model Structure and Scoring

A	B	C	D	E	F	G	H	I	J	K	L	M	
THE WHOLE TRUTH : CBBE Brand Equity Model													
Item index = (average - 1) + 4 × 100. Weighted-in-category = index × attribute wt × sub-category wt.													
Category	Cat wt	Sub-category	Sub wt	Attribute (Statement)	Attr wt	Avg 1-5	Index /100	Wtd in cat	Sub-Category Avg Score (SSC)	SSC x WS	Category Avg Score (SC)	SC x WC	
Brand Balance	20%	Unaided Recall	40%	Q3: Without prompting, The Whole Truth is one of the first brands I think of for clean, healthy food.	33%	2.32	32.91	10.97			32.99	13.19	
				Q48: The name "The Whole Truth" clearly communicates what the brand stands for.	35%	2.3	32.48	10.83					
				Q49: The name makes the brand easy to remember.	33%	2.34	33.05	11.15					
Sub-Category Check				Kindly Proceed									
Brand Balance	20%	Aided Recall	40%	Q2: I am aware of The Whole Truth and what it offers.	17%	3.56	64.1	10.68					
				Q45: I feel like I understand what The Whole Truth stands for.	17%	3.55	63.68	10.61					
				Q46: I could explain to a friend what makes The Whole Truth different.	17%	3.58	64.53	10.76					
				Q47: I am familiar with at least one specific claim or feature of The Whole Truth (e.g. lab reports, factory tour).	17%	3.53	63.25	10.34					
				Q56: I am aware of The Whole Truth's newsletter, Academy, or educational content.	17%	3.6	64.96	10.83			64	25.6	
				Q57: Content from The Whole Truth (newsletter, social posts) feels genuinely educational, not promotional.	17%	3.54	63.46	10.58					
Sub-Category Check				Kindly Proceed									
Brand Balance	20%	Association	20%	Q3: I associate The Whole Truth with food I can trust.	33%	3.64	66.03	22.01			66.03	13.21	
				Q50: The Whole Truth's packaging design stands out on a shelf.	33%	3.62	65.6	21.87					
				Q51: The Whole Truth's visual style feels premium and trustworthy.	33%	3.68	66.45	22.15					
Sub-Category Check				Kindly Proceed									
Performance	20%	Transparency	30%	Q4: The Whole Truth is transparent about what goes into its products.	13%	3.8	70.09	8.76					
				Q5: I can easily find out exactly what is in a Whole Truth product.	13%	3.79	69.66	8.71					
				Q58: I would trust a product more if I could see a live "Trust Score" on its page.	13%	3.82	70.51	8.81					
				Q59: Being able to compare a brand's claim directly against lab-verified proof would increase my confidence in a purchase.	13%	3.77	69.23	8.65					
				Q70: I would use a feature that shows a product's full journey (sourced → manufactured → lab tested → verified → packed).	12.50%	3.84	70.84	8.87					
				Q71: Having to leave a product page to verify a brand's claims makes me less likely to complete a purchase.	12.50%	3.75	68.8	8.6					
				Q72: A visible "Verified / Batch Tested" badge would make me more confident buying online.	12.50%	3.85	71.57	8.92					
				Q73: I would read a lab report if I were easily accessible on the product page.	12.50%	3.78	69.44	8.68	70.01	21			
Sub-Category Check				Kindly Proceed									
Performance	20%	Taste	25%	Q6: The Whole Truth products taste good.	100.00%	3.64	66.03	66.03	66.03	16.51			
Sub-Category Check				Kindly Proceed									
Performance	20%	Quality	15%	Q7: The Whole Truth products are high quality and deliver what they promise.	14.29%	3.8	70.09	10.01					
				Q74: I often don't understand what specific ingredients in food products actually do.	14.29%	3.79	69.66	9.95					
				Q75: I would tap on an ingredient name if it gave me an instant, simple explanation.	14.29%	3.82	70.51	10.07					

Sub-Category Check				Kindly Proceed										
Judgement	15%	Relevance	40%	Q14. The Whole Truth is relevant to my everyday diet	33.33%	3.4	60.04	20.01						
				Q40. The Whole Truth fits into my current health and fitness goals	33.33%	3.38	59.62	19.87						
				Q41. The Whole Truth is relevant to how I think about food today, not just a feel	33.33%	3.41	60.26	20.09	59.97	23.99		64.91		9.6
Sub-Category Check				Kindly Proceed										
Feelings	15%	Confidence (Trust)	100%	Q15. I trust The Whole Truth with what goes into my body.	16.67%	3.72	67.95	11.32						
				Q32. The Whole Truth helps me understand food and nutrition better.	16.67%	3.7	67.52	11.25						
				Q33. The Whole Truth acts like a knowledgeable guide, not just a seller.	16.67%	3.74	68.38	11.4						
				Q34. I trust The Whole Truth's claims because they explain the reasoning behind them.	16.67%	3.68	67.09	11.18						
				Q35. Knowing the founder's background (as-HSL) makes me trust the brand more.	16.67%	3.75	68.8	11.47						
				Q59. I feel a personal connection to The Whole Truth because of its founder-led communication.	16.67%	3.73	68.16	11.36	67.98	67.98		67.98		10.2
Sub-Category Check				Kindly Proceed										
Resonance	10%	Frequency	25%	Q16. I buy from The Whole Truth regularly.	25.00%	2.96	48.93	12.23						
				Q82. I would be more likely to buy a health/protein product regularly if it were tied to a specific daily habit.	25.00%	2.94	48.5	12.13						
				Q83. I like brands that fit into a routine I already have, rather than ones that just remind me to buy.	25.00%	2.97	49.36	12.34						
				Q87. I would use a feature that reminds me to reorder a staple product before I run out.	25.00%	2.97	49.15	12.29	48.99	12.25				
Sub-Category Check				Kindly Proceed										
Resonance	10%	Advocacy	25%	Q17. I would recommend The Whole Truth to others.	100.00%	3.64	66.03	66.03	66.03	16.51				
Sub-Category Check				Kindly Proceed										
Resonance	10%	Engagement	25%	Q18. I actively look for The Whole Truth products or content when shopping.	33.33%	3.2	54.91	18.3						
				Q84. I would enjoy seeing a personal "streak" (e.g. weeks of healthy choices) tracked by a brand's app.	33.33%	3.18	54.49	18.16						
				Q85. Milestones or badges for consistent healthy choices would make me feel proud, not guilty.	33.33%	3.22	55.56	18.52	54.99	13.75		58		5.8
Sub-Category Check				Kindly Proceed										
Overall Check				Kindly Proceed										
BRAND EQUITY SCORE												62.1		

[Click on the Link](#)

Brand Equity Model

Survey Item Scoring: Brand Salience, Imagery & Performance

Brand Salience

Category	Cat wt	Sub-category	Sub wt	Attribute (Statement)	Attr wt	Avg 1–5	Index /100	Wtd in cat	Sub-Category Avg Score (SSC)	SSC x WS	Category Avg Score (SC)	SC x WC
Brand Salience	20%	Unaided Recall	40%	Q1. Without prompting, The Whole Truth is one of the first brands I think of for clean, healthy food	33%	2.32	32.91	10.97	32.98	13.19		
				Q48. The name "The Whole Truth" clearly communicates what the brand stands for	33%	2.3	32.48	10.83				
				Q49. The name makes the brand easy to remember	33%	2.34	33.55	11.18				
				Sub-Category Check								
Brand Salience	20%	Aided Recall	40%	Q2. I am aware of The Whole Truth and what it offers	17%	3.56	64.1	10.68	64	25.6		
				Q45. I feel like I understood what The Whole Truth stands for	17%	3.55	63.68	10.61				
				Q46. I could explain to a friend what makes The Whole Truth different	17%	3.58	64.53	10.76				
				Q47. I am familiar with at least one specific claim or feature of The Whole Truth (e.g. lab reports, factory tour)	17%	3.53	63.25	10.54				
				Q56. I am aware of The Whole Truth's newsletter, Academy, or educational content	17%	3.6	64.96	10.83				
				Q57. Content from The Whole Truth (newsletter, social posts) feels genuinely educational, not promotional	17%	3.54	63.46	10.58				
				Sub-Category Check								
Brand Salience	20%	Association	20%	Q3. I associate The Whole Truth with food I can trust	33%	3.64	66.03	22.01	66.03	13.21	51.99	10.4
				Q50. The Whole Truth's packaging design stands out on a shelf	33%	3.62	65.6	21.87				
				Q51. The Whole Truth's visual style feels premium and trustworthy	33%	3.66	66.45	22.15				

Imagery

20%	Personality	50%	Q10. The Whole Truth feels honest and trustworthy	11.11%	3.72	67.95	7.55				
			Q20. The Whole Truth's packaging looks distinctly different from other food brands	11.11%	3.7	67.52	7.5				
			Q21. The ingredient list on the pack is easy to read and understand	11.11%	3.74	68.38	7.6				
			Q22. The Whole Truth feels blunt and straightforward in how it talks to me	11.11%	3.68	67.09	7.45				
			Q23. The Whole Truth feels intelligent and well-informed	11.11%	3.75	68.8	7.64				
			Q26. The Whole Truth stands for honesty in an industry that often isn't honest	11.11%	3.67	66.67	7.41				
			Q27. The Whole Truth seems to genuinely care about food transparency, not just as a marketing angle	11.11%	3.77	69.23	7.69				
			Q52. The Whole Truth's tone of voice (in ads, packaging, social media) feels honest and direct	11.11%	3.65	66.24	7.36				
			Q53. The Whole Truth's communication never feels condescending or preachy	11.11%	3.8	70.09	7.79				
20%	User	50%	Q11. People who eat The Whole Truth are health-conscious and careful about food	14.29%	3.56	64.1	9.16				
			Q24. The Whole Truth talks to me like an equal, not like it's selling to me	14.29%	3.55	63.68	9.1				
			Q25. I feel educated, not just marketed to, by The Whole Truth	14.29%	3.58	64.53	9.22				
			Q28. Buying The Whole Truth makes me feel like someone who reads labels carefully	14.29%	3.53	63.25	9.04				
			Q29. The Whole Truth reflects the kind of person I want to be seen as	14.29%	3.6	64.96	9.28				
			Q30. Eating The Whole Truth makes me feel like I'm making a responsible choice	14.29%	3.51	62.82	8.97				
			Q31. I feel a sense of integrity when I choose The Whole Truth over other brands	14.29%	3.59	64.74	9.25				
					Kindly Proceed						
					</						

Performance

Sub-Category Check												
Category	Weight	Sub-Category	Weight	Criteria	Weight	Score	Weighted Score	Score	Weighted Score	Score	Weighted Score	Score
Performance	20%	Transparency	30%	Q1. The Whole Truth is transparent about where and how its ingredients are sourced.	10%	3.74	70.09	10.76	70.09	10.76		
	Q2. The Whole Truth is transparent about its factory tour and production process.		10%	3.74	70.09	10.76						
	Q3. The Whole Truth is transparent about its commitment to transparency.		10%	3.74	70.09	10.76						
	Q4. The Whole Truth is transparent about its commitment to transparency.		10%	3.74	70.09	10.76						
	Q5. The Whole Truth is transparent about its commitment to transparency.		10%	3.74	70.09	10.76						
	Q6. The Whole Truth is transparent about its commitment to transparency.		10%	3.74	70.09	10.76						
	Q7. The Whole Truth is transparent about its commitment to transparency.		10%	3.74	70.09	10.76						
	Q8. The Whole Truth is transparent about its commitment to transparency.		10%	3.74	70.09	10.76						
	Q9. The Whole Truth is transparent about its commitment to transparency.		10%	3.74	70.09	10.76						
	Q10. The Whole Truth is transparent about its commitment to transparency.		10%	3.74	70.09	10.76						
Sub-Category Check												
Category	Weight	Sub-Category	Weight	Criteria	Weight	Score	Weighted Score	Score	Weighted Score	Score	Weighted Score	Score
Performance	20%	Sustainability	30%	Q1. The Whole Truth is transparent about its commitment to sustainability.	10%	3.74	70.09	10.76	70.09	10.76		
	Q2. The Whole Truth is transparent about its commitment to sustainability.		10%	3.74	70.09	10.76						
	Q3. The Whole Truth is transparent about its commitment to sustainability.		10%	3.74	70.09	10.76						
	Q4. The Whole Truth is transparent about its commitment to sustainability.		10%	3.74	70.09	10.76						
	Q5. The Whole Truth is transparent about its commitment to sustainability.		10%	3.74	70.09	10.76						
	Q6. The Whole Truth is transparent about its commitment to sustainability.		10%	3.74	70.09	10.76						
	Q7. The Whole Truth is transparent about its commitment to sustainability.		10%	3.74	70.09	10.76						
	Q8. The Whole Truth is transparent about its commitment to sustainability.		10%	3.74	70.09	10.76						
	Q9. The Whole Truth is transparent about its commitment to sustainability.		10%	3.74	70.09	10.76						
	Q10. The Whole Truth is transparent about its commitment to sustainability.		10%	3.74	70.09	10.76						
Sub-Category Check												
Category	Weight	Sub-Category	Weight	Criteria	Weight	Score	Weighted Score	Score	Weighted Score	Score	Weighted Score	Score
Performance	20%	Mission	30%	Q1. The Whole Truth is transparent about its mission.	10%	3.74	70.09	10.76	70.09	10.76		
	Q2. The Whole Truth is transparent about its mission.		10%	3.74	70.09	10.76						
	Q3. The Whole Truth is transparent about its mission.		10%	3.74	70.09	10.76						
	Q4. The Whole Truth is transparent about its mission.		10%	3.74	70.09	10.76						
	Q5. The Whole Truth is transparent about its mission.		10%	3.74	70.09	10.76						
	Q6. The Whole Truth is transparent about its mission.		10%	3.74	70.09	10.76						
	Q7. The Whole Truth is transparent about its mission.		10%	3.74	70.09	10.76						
	Q8. The Whole Truth is transparent about its mission.		10%	3.74	70.09	10.76						
	Q9. The Whole Truth is transparent about its mission.		10%	3.74	70.09	10.76						
	Q10. The Whole Truth is transparent about its mission.		10%	3.74	70.09	10.76						
Sub-Category Check												
Category	Weight	Sub-Category	Weight	Criteria	Weight	Score	Weighted Score	Score	Weighted Score	Score	Weighted Score	Score
Performance	20%	Attitude	30%	Q1. The Whole Truth is transparent about its attitude.	10%	3.74	70.09	10.76	70.09	10.76		
	Q2. The Whole Truth is transparent about its attitude.		10%	3.74	70.09	10.76						
	Q3. The Whole Truth is transparent about its attitude.		10%	3.74	70.09	10.76						
	Q4. The Whole Truth is transparent about its attitude.		10%	3.74	70.09	10.76						
	Q5. The Whole Truth is transparent about its attitude.		10%	3.74	70.09	10.76						
	Q6. The Whole Truth is transparent about its attitude.		10%	3.74	70.09	10.76						
	Q7. The Whole Truth is transparent about its attitude.		10%	3.74	70.09	10.76						
	Q8. The Whole Truth is transparent about its attitude.		10%	3.74	70.09	10.76						
	Q9. The Whole Truth is transparent about its attitude.		10%	3.74	70.09	10.76						
	Q10. The Whole Truth is transparent about its attitude.		10%	3.74	70.09	10.76						

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Brand Equity Model

Survey Item Scoring: Brand Judgement, Feeling & Resonance

Judgement

Sub-Category Check				Kindly Proceed							
Judgement	15%	Differentiation	60%	Q12. The Whole Truth stands out from other food brands	6.67%	3.67	66.67	4.44			
				Q13. The Whole Truth feels genuinely different from other food brands	6.67%	3.65	66.24	4.42			
				Q35. The Whole Truth seems willing to call out other brands' misleading practices	6.67%	3.68	67.09	4.47			
				Q36. The Whole Truth feels like it plays by different rules than typical food brands	6.67%	3.63	65.81	4.39			
				Q37. The Whole Truth's decision to stay off certain platforms (like Instagram ads) makes me respect it more	6.67%	3.7	67.52	4.5			
				Q38. No other food brand I know offers the same level of ingredient transparency	6.67%	3.62	65.38	4.36			
				Q39. The Whole Truth could not be easily replaced by a similar brand	6.67%	3.72	67.95	4.53			
				Q60. The Whole Truth is more transparent about ingredients than Yoga Bar	6.67%	3.67	66.67	4.44			
				Q61. The Whole Truth tastes as good as or better than Yoga Bar	6.67%	3.74	68.38	4.56			
				Q62. The Whole Truth feels more trustworthy than RiteBite Max Protein	6.67%	3.58	64.53	4.3			
				Q63. The Whole Truth is a brand I'd choose over RiteBite Max Protein, price aside	6.67%	3.75	68.8	4.59			
				Q64. The Whole Truth feels more premium than MuscleBlaze	6.67%	3.56	64.1	4.27			
				Q65. The Whole Truth is more relevant to my everyday diet than MuscleBlaze	6.67%	3.77	69.23	4.62			
				Q66. The Whole Truth feels more authentic than Open Secret	6.67%	3.5	62.39	4.16			
				Q67. I am more likely to recommend The Whole Truth than Open Secret to a friend	6.67%	3.79	69.66	4.64	66.7	40.02	
Sub-Category Check				Kindly Proceed							
Judgement	15%	Relevance	40%	Q14. The Whole Truth is relevant to my everyday diet	33.33%	3.4	60.04	20.01			
				Q40. The Whole Truth fits into my current health and fitness goals	33.33%	3.38	59.62	19.87			
				Q41. The Whole Truth is relevant to how I think about food today, not just a fad	33.33%	3.41	60.26	20.09	59.97	23.99	64.01

Resonance

Sub-Category Check				Kindly Proceed							
Resonance	10%	Frequency	25%	Q18. I buy from The Whole Truth regularly	25.00%	2.96	48.93	12.23			
				Q62. I would be more likely to buy a health/protein product regularly if it were tied to a specific daily habit	25.00%	2.94	48.5	12.13			
				Q63. I like brands that fit into a routine I already have, rather than ones that just remind me to buy	25.00%	2.97	49.36	12.34			
				Q67. I would use a feature that reminds me to reorder a staple product before I run out	25.00%	2.97	49.15	12.29	48.99	12.25	
Sub-Category Check				Kindly Proceed							
Resonance	10%	Advocacy	25%	Q17. I would recommend The Whole Truth to others	100.00%	3.64	66.03	66.03	66.03	16.51	
Sub-Category Check				Kindly Proceed							
Resonance	10%	Engagement	25%	Q19. I actively look for The Whole Truth (products or content) when shopping	33.33%	3.2	54.91	18.3			
				Q64. I would enjoy seeing a personal "streak" (e.g. weeks of healthy choices) tracked by a	33.33%	3.2	54.91	18.3			

Feelings

Sub-Category Check				Kindly Proceed							
Feelings	15%	Confidence (Trust)	100%	Q15. I trust The Whole Truth with what goes into my body	16.67%	3.72	67.95	11.32			
				Q32. The Whole Truth helps me understand food and nutrition better	16.67%	3.7	67.52	11.25			
				Q33. The Whole Truth acts like a knowledgeable guide, not just a seller	16.67%	3.74	68.38	11.4			
				Q34. I trust The Whole Truth's claims because they explain the reasoning behind them	16.67%	3.68	67.09	11.18			
				Q58. Knowing the founder's background (ex-HUL) makes me trust the brand more	16.67%	3.75	68.8	11.47			
				Q59. I feel a personal connection to The Whole Truth because of its founder-led communication	16.67%	3.73	68.16	11.36	67.98	67.98	67.98

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About Me :



Shreya Gupta

Hi, I'm Shreya Gupta, an MBA candidate with 4 years of experience across **Founder's Office, strategy, product, growth, operations and business development**, working across early-stage startups and high-growth companies. I've worked closely with founders to identify customer problems, shape strategy and drive execution, including improving ReSpare's order accuracy by 30%, enabling 90% fulfilment, reducing Swadeshi Way's operating costs by 15%, and closing ₹8 Cr+ in contracts at Cleartrip. I've also built MITRAM from 0 to 1 and co-built Gopibahu, a D2C jewellery venture that grew to 500+ customers and 30% MoM sales growth. My experience combines **entrepreneurial ownership, strong product sense and cross-functional execution**, and I'm currently exploring Founder's Office and strategy-led roles.

[My CV](#)

[My Portfolio](#)