

PUBLIC EXAMPLE • OCTOBER 2026

Example

A foreign outdoor brand in Japanese AI answers

LANGUAGE • JAPANESE

PRESENCE MAP • MEASUREMENT: PASTTHECLICK PRESENCE MAP, USED UNDER LICENCE

A public example built from public AI answers, names masked. The brand is not a client of Past The Click.

What we will cover

01	How we measured	What we asked, where, and how we read the answers
02	Where you stand	Who the AI answers name, and where they get it
03	The gaps	Why the answers skip the brand
04	The plan	What the engagement covers, and how we will know
05	Appendix	The tables behind the slides

01 How we measured

02 Where you stand

03 The gaps

04 The plan

05 Appendix

01



How we measured

What we asked, where, and how we read the answers

PRESENCE MAP • JAPANESE • OCTOBER 2026

How we read the AI answers



315

questions

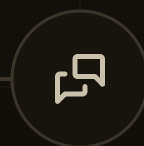
300 as buyers ask them, 15
controls



4

AI engines

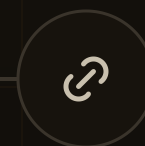
AI Overviews
AI Mode
ChatGPT
Gemini



1,195

answers read

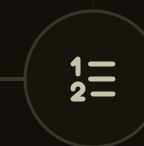
one per question and
engine



4,015

links cited

every source the answers
point to



11

brands counted

named, named first, site
cited

Every answer is read the same way: who it names, in what order, and which pages it cites.

THE QUESTIONS • BY TYPE

Buyers ask 5 kinds of question, each a different moment

QUESTIONS

FOR EXAMPLE

90

Recommendations

“クーラーボックス ブランド 一覧”

90

Buyer situations

“1リットルくらいの真空断熱ボトルで、軽いものを比較してください。”

45

Comparisons

“クーラーバッグ 保冷力 比較”

45

Understanding the problem

“真空断熱ボトルとは何ですか?”

30

Alternatives to the leader

“Rival C クーラーボックス 30L 代わり”

Plus 15 control questions, asked alongside these 300.

01 How we measured

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Where you stand

Who the AI answers name, and where they get it

WHERE YOU STAND

The brand is named; **Rival A is named more**

THE BRAND

28 %



of the AI answers name the brand

VS

RIVAL A

29 %



name Rival A, the most named brand in the answers

After Rival A, the answers name Rival B, Rival C, Rival D most.

WHO WINS EACH TYPE

Rival C leads 3 of 5 types; The brand leads 1

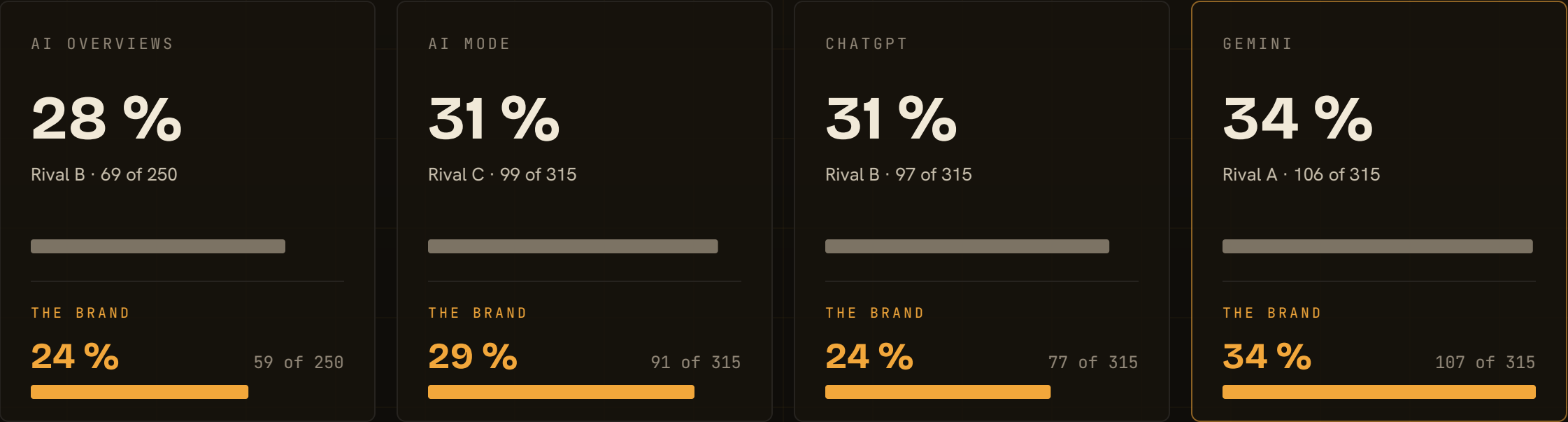
	Recommendations 343 ANSWERS	Buyer situations 346 ANSWERS	Comparisons 171 ANSWERS	Alternatives to the leader 113 ANSWERS	Understanding the problem 166 ANSWERS
Rival A	31 %	27 %	20 %	74 %	7 %
Rival B	31 %	30 %	16 %	39 %	7 %
Rival C	38 %	34 %	18 %	0	8 %
Rival D	20 %	26 %	11 %	8 %	5 %
Rival E	13 %	9 %	2 %	12 %	1 %
Rival F	10 %	9 %	1 %	20 %	1 %
The brand	42 %	25 %	16 %	43 %	4 %

MOST NAMED IN THE TYPE

Share of the answers in each type that name the brand.

ENGINE BY ENGINE

The brand is named most on Gemini



One answer per question and engine; the big figure is the most named brand on that engine.

WHAT AI SAYS

What AI says about the brand



FRAMING • OBSERVED

AI casts the brand as the premium hard cooler others are measured against

138 of 334 answers naming the brand cite its rotomolded build; 31 sell cheaper brands as its equal.



FRAMING • OBSERVED

Price is the caveat AI attaches to the brand

150 of 334 answers naming the brand call it expensive; 30 call it heavy.



FACT • VERIFIED

AI Overviews says the brand's hard coolers use vacuum panels; they use injected polyurethane

Two AI Overviews answers say vacuum panels; brand.example says injected polyurethane.

EVIDENCE

brand.example/products/hard-cooler-45

WHERE THE ANSWERS COME FROM

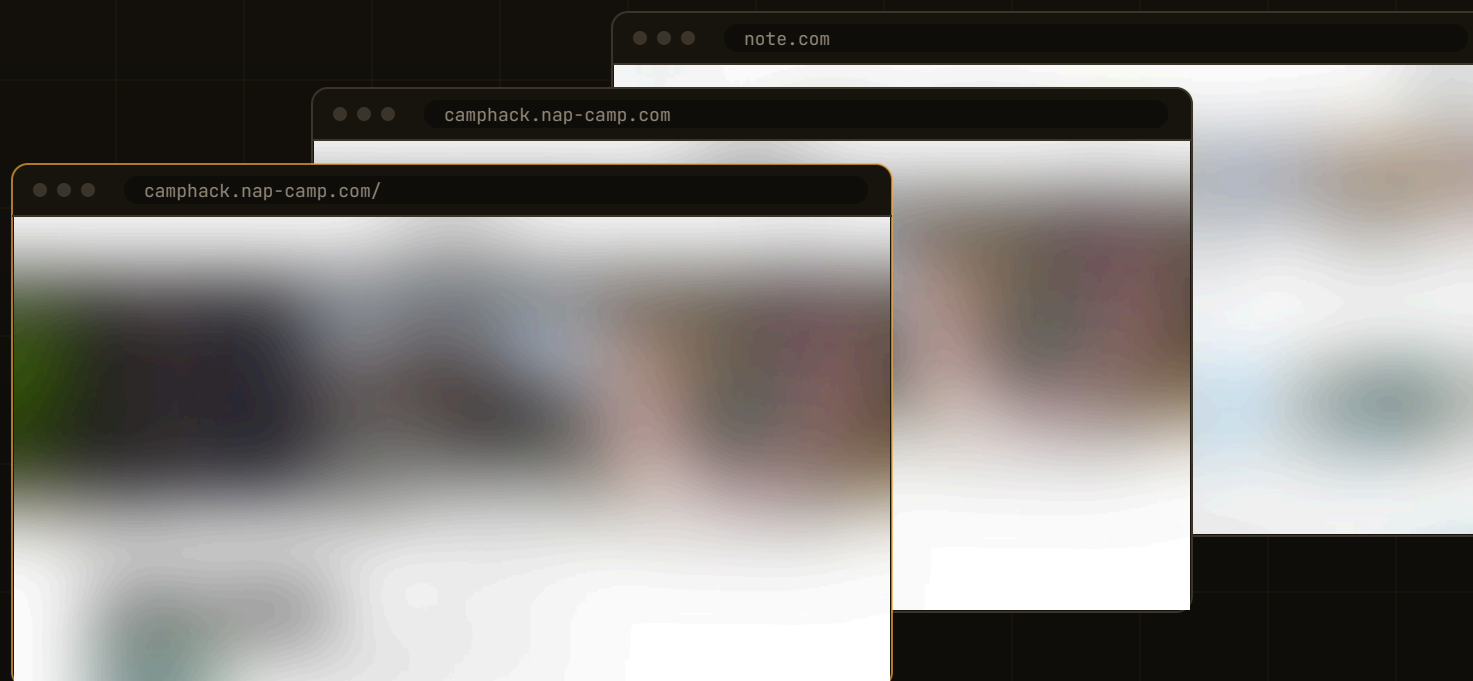
Rivals feed the answers from their own sites

90 %

of the links in the answers point to third-party sites: lists, guides, directories



- The brand's own site · 1 %
- Rivals' own sites · 90 %
- Everyone else



01 camphack.nap-camp.com: cited in 66 answers, names Rival B first

02 camphack.nap-camp.com: cited in 61 answers, names Rival B first

03 note.com: cited in 61 answers

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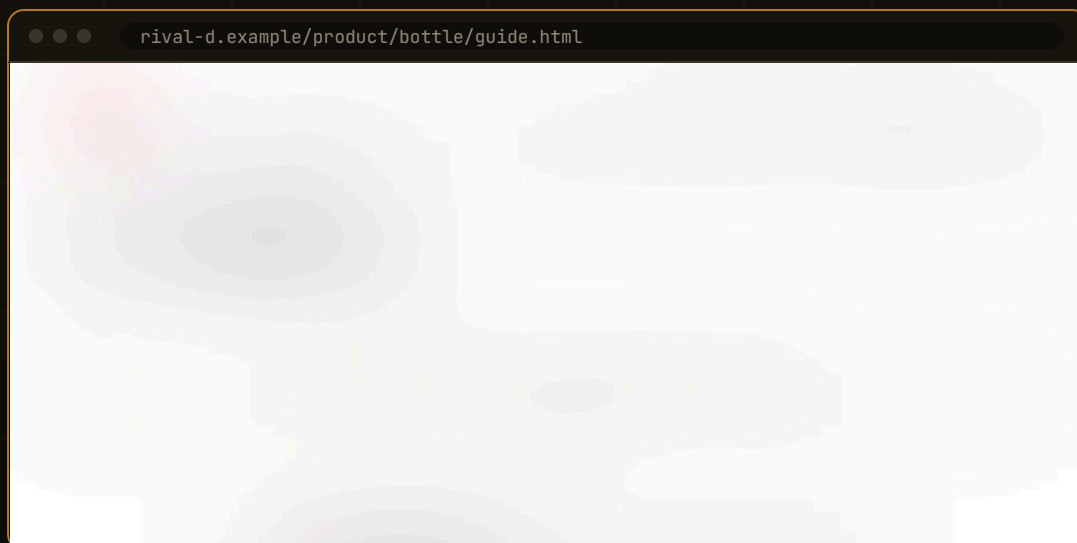
The gaps

Why the answers skip the brand

GAP 1 • PUBLISH COLD FIGURES

Give AI the cold-retention figures it compares on

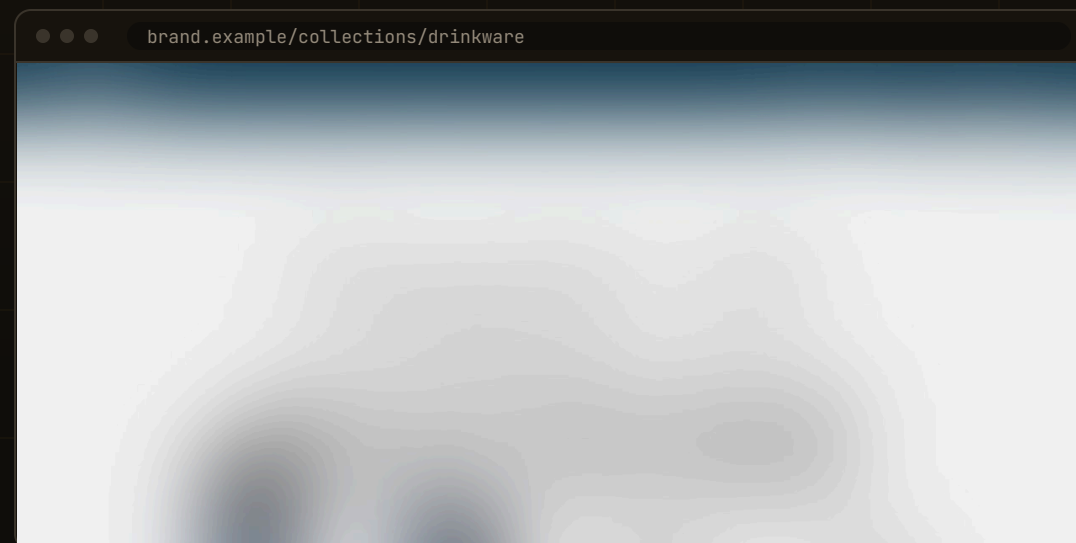
WHAT WINS



rival-d.example buying guide: a rival own page, cited in 8 answers

- The drinkware page says drinks stay cold "for hours" and gives no figure

WHAT THE BRAND HAS



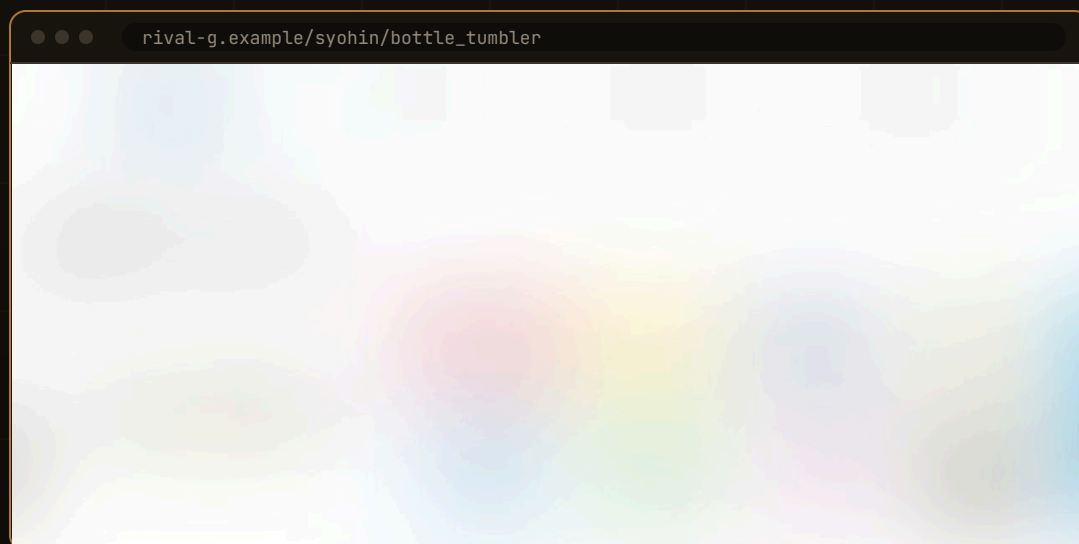
brand.example/collections/drinkware: cited in none

- Rivals are compared on the 6-hour cold-retention figure: 保冷効力 appears in 35 answers

GAP 2 • DRINKWARE

Drinkware is the brand's blind spot in Japanese AI answers

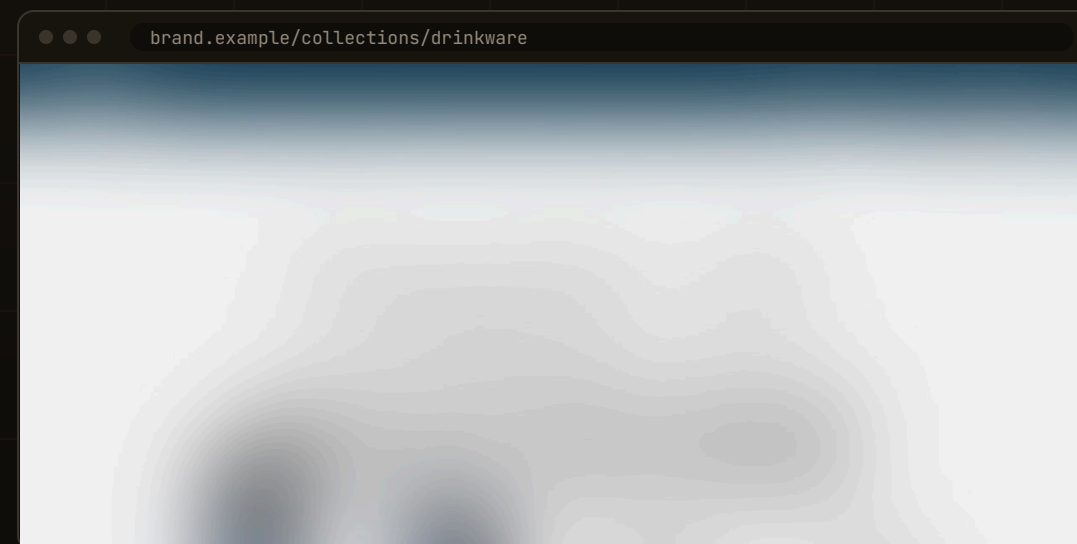
WHAT WINS



rival-g.example bottles and tumblers: cited in 15 answers

- Answers quote model numbers, prices and 6-hour figures for Rival D and Rival G

WHAT THE BRAND HAS



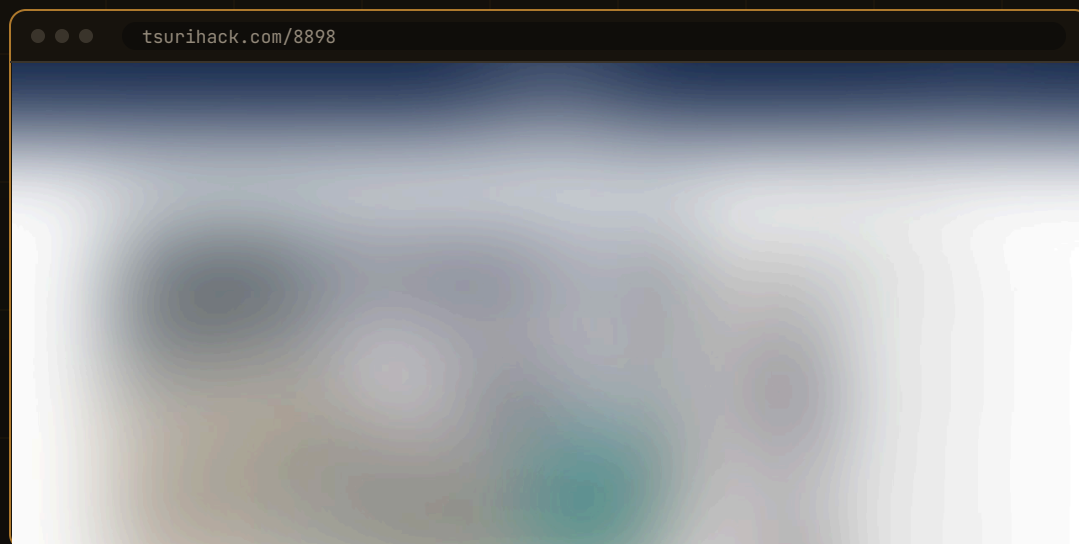
brand.example/collections/drinkware: cited in none

- Easy washing and seamless lids decide many answers; the brand's pages do not address them

GAP 3 • FISHING

Fishing answers compare on two rivals' cold ratings; the brand has none

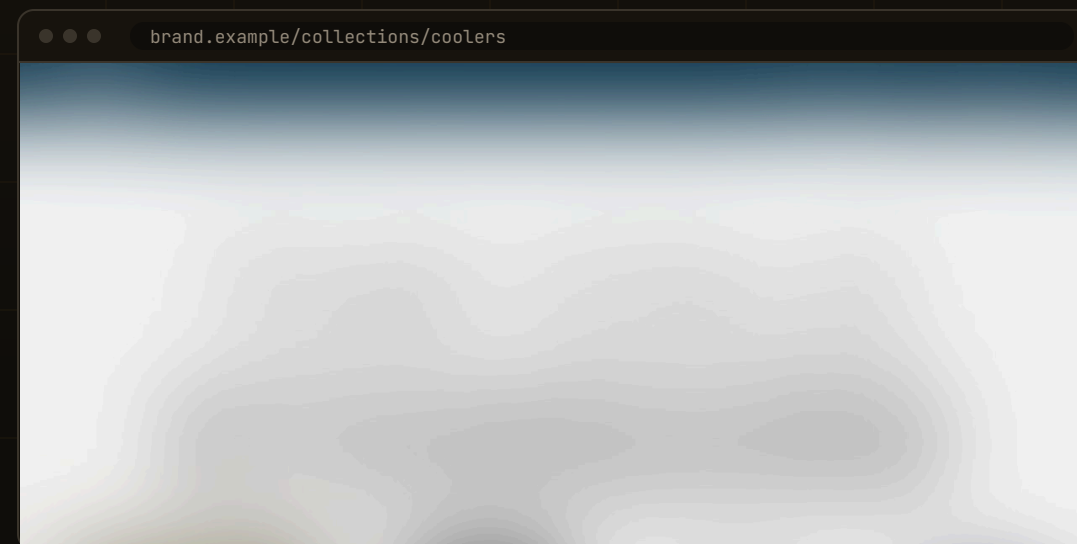
WHAT WINS



tsurihack.com cooler guide: 27 answers, none naming the brand

- Rival A's rating appears in 68 answers and Rival C's in 44; the brand publishes no comparable figure

WHAT THE BRAND HAS



brand.example/collections/coolers: cited in 2 answers

- Fishing answers weigh weight, sit-on strength and drain plugs; the brand's pages do not speak to anglers

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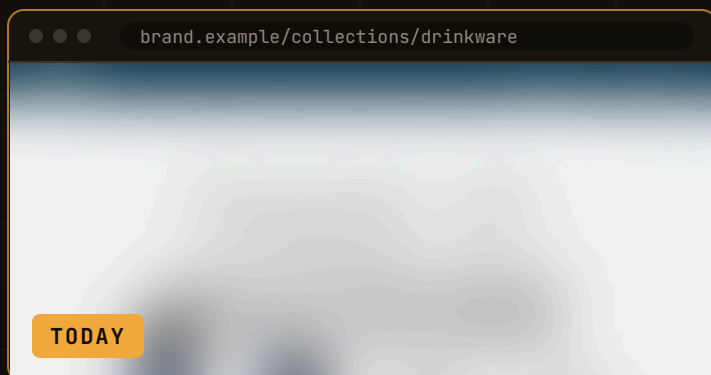


The plan

What the engagement covers, and how we will know

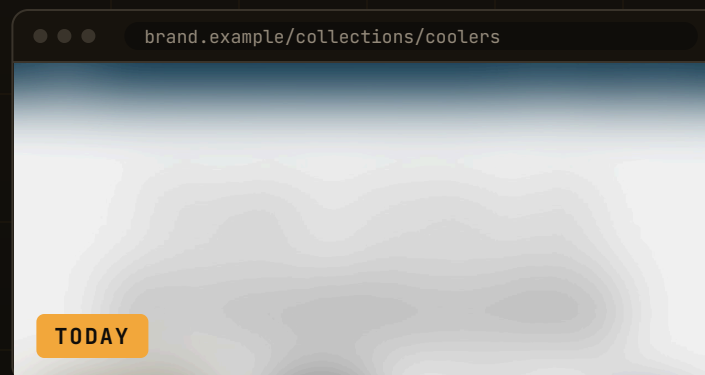
EXAMPLE • MOVE 1 IN FULL

One move in full: Publish cold figures



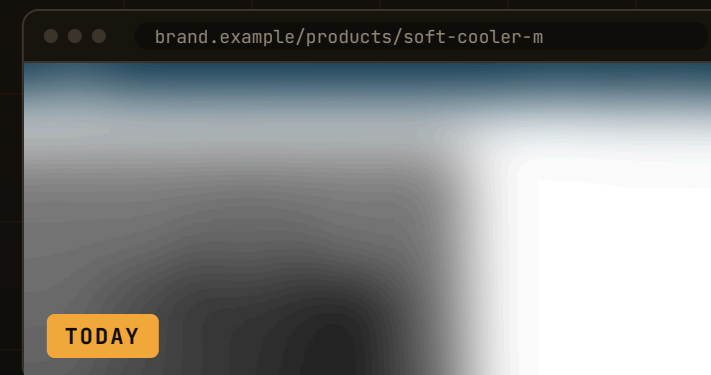
01 Drinkware cold table

- Temperature after 6 hours per model and size, measured the way Japanese makers publish it
- Lid type, parts to wash and dishwasher use per model
- Which lids are leak-proof in a bag



02 Cooler days table

- Ice-retention days per model from one stated test
- Rotomolded walls with injected polyurethane, not vacuum panels
- Weight and whether it can be sat on, per model



03 Soft-cooler table

- Hours of cold per model with ice packs
- Leak-proof, weight and how it carries (shoulder, backpack)

MOVES 2 AND 3

Moves 2 and 3: **specified on contract**

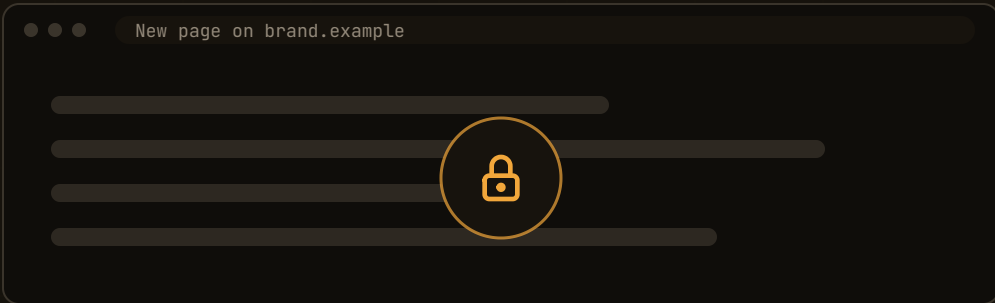


14 of 173

The brand named in drinkware answers

Third-party tests

1 DELIVERABLE · SPECIFIED ON CONTRACT



16 of 153

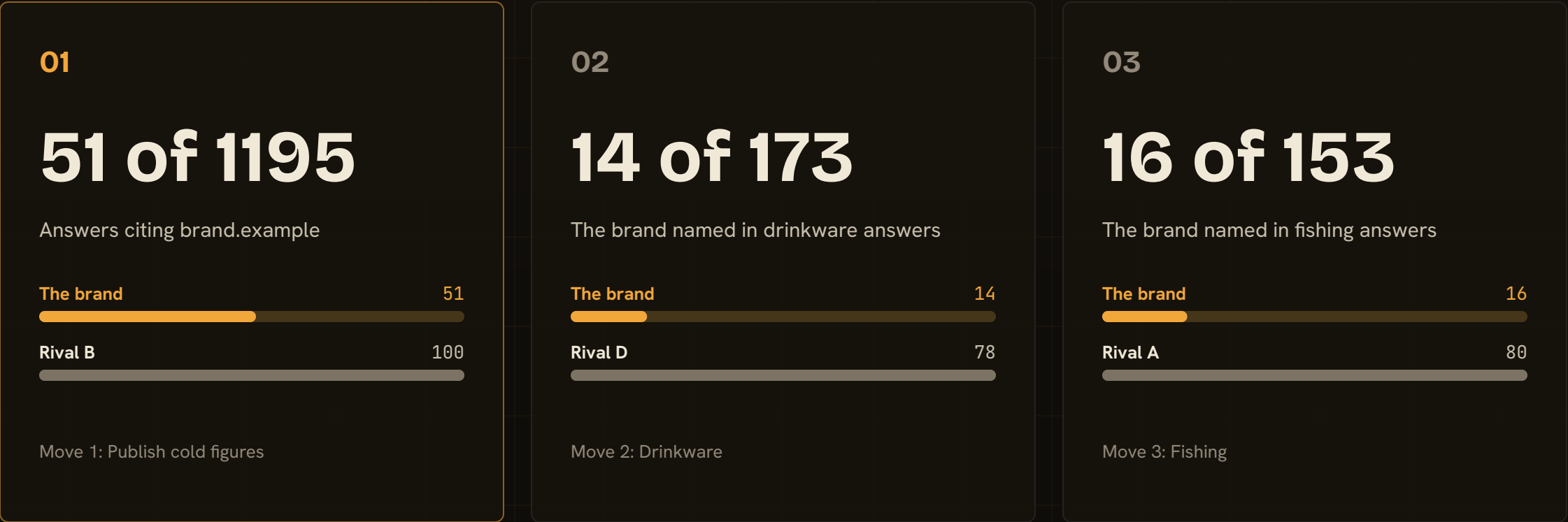
The brand named in fishing answers

Fishing page + Fishing media test

2 DELIVERABLES · SPECIFIED ON CONTRACT

HOW WE WILL KNOW

3 figures, read again in the next run



Under each figure, the rival that does best on the same measure today. The next run asks the same questions on the same engines.

TO CLOSE

3 moves, then we read the answers again

01 Publish cold figures

02 Drinkware

03 Fishing

01 How we measured

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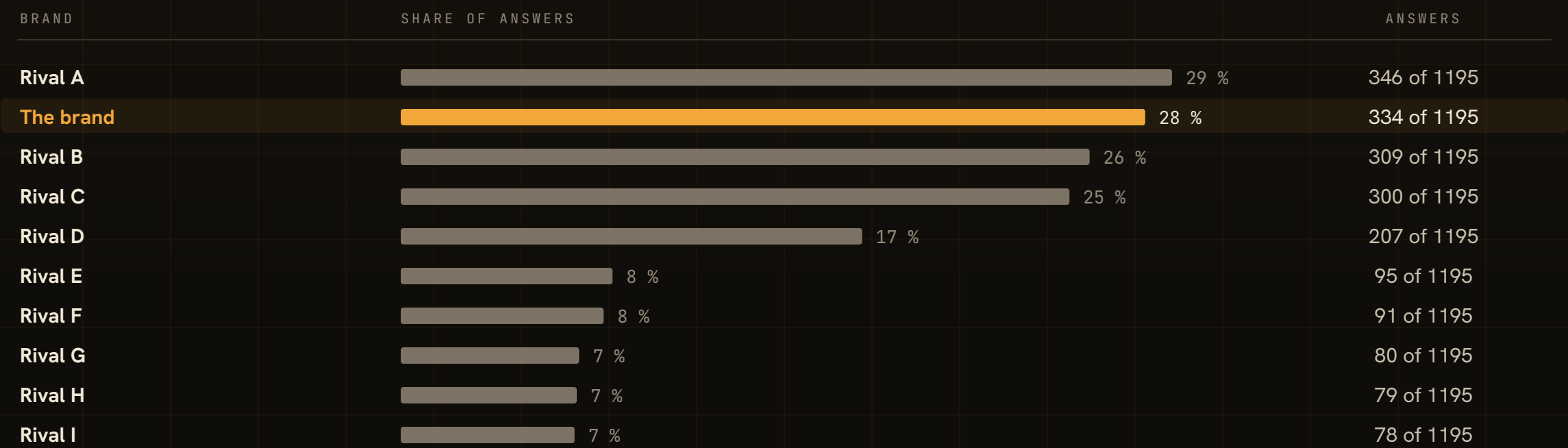


Appendix

The tables behind the slides

APPENDIX · SHARE OF ANSWERS

Every brand, share of answers



1195 answers to 315 questions on AI Overviews, AI Mode, ChatGPT, Gemini, October 2026. Lit: the brand.

APPENDIX · DECISIVE PAGES

The pages these answers cite most; **lit**, the ones a move acts on

PAGE	CITED BY	NAMES	MOVE
camphack.nap-camp.com	66	Rival B	
camphack.nap-camp.com	61	Rival B	
note.com	61	no tracked brand	
detail.chiebukuro.yahoo.co.jp	60	no tracked brand	
note.com	58	no tracked brand	
detail.chiebukuro.yahoo.co.jp	53	no tracked brand	
tsurihack.com	41	no tracked brand	Move 3
tsurihack.com	39	no tracked brand	Move 3

Cited by: answers citing the page. Names: the tracked brands the page names.

APPENDIX • THE QUESTIONS BEHIND EACH MOVE

What buyers ask, **move by move**

 Move 1: Publish cold figures

IN THE ANSWERS TODAY

51 of 1,195

Answers citing brand.example
1144 of 1195 answers do not cite brand.example

Every question and every answer, numbered, are in the annex workbook.

 Move 2: Drinkware

IN THE ANSWERS TODAY

14 of 173

The brand named in drinkware answers
134 of 1195 answers to the 36 drinkware questions the brand loses

 Move 3: Fishing

IN THE ANSWERS TODAY

16 of 153

The brand named in fishing answers
102 of 1195 answers to the 27 fishing questions the brand loses

APPENDIX · ALL OPPORTUNITIES

5 opportunities, most winnable first

LEVEL	OPPORTUNITY	ANSWERS IT REACHES
W3 · PROVEN, YOURS	Move 1: Publish cold figures	1144 of 1195
W2 · NEEDS A THIRD PARTY	Move 2: Drinkware	134 of 1195
W2 · NEEDS A THIRD PARTY	Move 3: Fishing	102 of 1195
W2 · NEEDS A THIRD PARTY	Not a move: Soft coolers	98 of 1195
W1 · HYPOTHESIS	Not a move: Vacuum panel claim	2 of 1195

Ranked by winnability, then by the answers each one reaches. W3: the lever works and the client pulls it. W2: needs someone else. W1: a hypothesis, never a move. The moves are the first three at W2 or above.