

Enhancing brand performance in the US luxury auto market



A large European auto manufacturer that focuses on the luxury segment.

We researched one of Europe's major auto manufacturers to determine the strength of its brand relationships with customers in the United States.

Situation

This company has improved the perception of its product and brand in the US market over the past few years and is establishing itself as a serious alternative for premium car buyers.

Though our client's brand equity and sales are steadily growing in the US, we conducted research around ways our client could further strengthen its performance.

Approach

We analyzed the auto manufacturer's market impact using our Brand Vivo methodology – an approach that provides insight into consumer-brand relationships.

Outcome

The research showed the client is lagging the market leaders in consideration, familiarity and buying intention. We found that the automaker's relationships with a high share of consumers in its target market were weak.

Thus, to increase long-term brand success in the US, we recommended that the client:

- evaluate current communications to ensure it had strong “personal fit” and “fun to drive” messaging
- monitor social media buzz and take actions to encourage website visits
- ensure relevant distribution of service centers