

Improving market impact by testing brand strength



A large European auto manufacturer.

We helped our client understand ways of improving its brand relationships with its target audience.

Situation

This client is a significant player in the market for compact, stylish and fuel-efficient city cars. It wished to learn more about how consumers relate to its brand and how to create a deeper emotional bond between customers and its brand.

The manufacturer also wanted to assess the customer-brand relationship and the performance of a new model.

Approach

We employed our customer-brand relationship (CBR) framework in Germany to investigate how strong and positive consumers' connections were with our client's compact car. We also benchmarked the manufacturer's brand relationships with its customers against those of its category competitors.

Outcome

Our research found that the auto company enjoyed strong relationships with 38% of consumers, while its top two competitors had strong connections with 46% and 47% of customers respectively. Additionally, its brand had the highest share of negative relationships with consumers at 11%.

Taking these findings into consideration, we were able to propose ways our client could improve its brand impact in the market, such as leveraging its joy of life attributes to increase brand equity and catch up with its competitors.