

EVOLVING A LUXURY CAR BRAND IN EUROPE

We rolled out a brand tracking program for an auto manufacturer that wanted to improve brand relationships with consumers.

The client

A manufacturer of luxury vehicles.

Situation

This carmaker has been struggling to command brand presence in the media and in consumers' minds in the largest European markets for premium motor cars. It needed to create a more convincing positioning for its marque in these countries, as well as create a stronger emotional connection with target customers.

Approach

We implemented a comprehensive brand tracking program in Spain, Germany, France, Italy and the UK for this client. Our purchase funnel model gave it rich insight into the car buyer's decision-making process, from awareness and familiarity through to consideration and purchase. Our analysis encompassed different segments, body types and engine technologies including petrol, diesel, hybrid cars and electric drive.

Applying our ConX methodology, we investigated and evaluated the vehicle manufacturer's customer experience at touchpoints such as its brand website, social media, TV commercials, car dealerships, print advertisements and test drives. This painted a picture of how negative, positive and memorable these brand experiences were from the consumer's perspective.

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

The GfK Brand Vivo methodology underpinned our analysis. This approach delivers comprehensive insight into the consumer-brand relationships and experiences. It uses human relationships as metaphors for relationships between trademarks and consumers.

Outcome

Our solution enabled our client to track brand performance in its most important markets over a year. We found that its investments in marketing yielded an improvement in short-term funnel performance. However, it was not yet succeeding in strengthening longer-term relationships with consumers.

Our analysis revealed that the manufacturer was well positioned around the attributes of environmental friendliness, comfort and uniqueness. But it lagged its tier one peers in image and awareness, strength of consumer relationships and the quality of its customer experience.

We recommended that the client evolve its marque in the following ways:

- Increase branding in all marketing activities, with an emphasis on digital communication, especially for a new model it had launched during the tracking period.
- Focus on shifting the technocratic tone of its communications to a more emotional one, with an emphasis on human relationships.



- Leverage marketing activities for the new model to communicate its new brand.

We also gave the manufacturer advice around marketing and advertising spend in each of the five countries.

Your contact partner is there for you:

Hartmut Dziemballa
T +49 911 395 3068
hartmut.dziemballa@gfk.com