

## Actionable ideas enhance SUV launch campaign



One of Europe's leading auto manufacturers.

We helped this car manufacturer to understand consumer responses to its upcoming TV campaign in preparation for a new product launch.

### Situation

This auto manufacturer was preparing for the worldwide launch of its new sports utility vehicle (SUV). It wanted to pretest its television brand campaign with consumers in key territories to understand its brand effect as well as its cognitive and emotional impact.

### Approach

We took a thorough approach to this engagement, using our proprietary EMO Scan ([www.gfk.com/emoscan](http://www.gfk.com/emoscan)) and EMO Sensor methodologies to gauge consumers' emotional response to the adverts as well as asking them in-depth questions about their thoughts and feelings regarding the commercials. Our representative sample of the target market for the new vehicle comprised 406 drivers in the United States, Germany and China.

### Outcome

Our research helped our client grasp how successful its television commercials were in achieving its campaign goals around brand fit, message transfer, memorability, clarity, and emotional and cognitive impact.

The client learned a great deal about how consumers responded to each advertisement scene-by-scene, including the imagery, storyline and music. The study gave the client actionable ideas that helped it optimize its campaign to drive a more successful launch for the new SUV.