

IMPROVING MARKET IMPACT BY TESTING BRAND STRENGTH

We helped one of Europe's major auto manufacturers understand ways of improving its brand relationships with its target audience.

The client

The client is a large European auto manufacturer.

Situation

The company 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 introduced our customer-brand relationship (CBR) framework to the client's brand health tracking in Germany. CBR is a model that uses human relationships as metaphors for relationships between brands and consumers. This globally validated model allows us to understand how brands are bonded with their customers – as casual acquaintances, close friend or family, for example.

We employed CBR to investigate how strong and positive consumers' connections were with our client's

compact car as well as to benchmark the manufacturer's brand relationships with its customers against those of its category competitors. Then, we used our findings to make recommendations about how stronger bonds could be created.

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 at 11%.

Taking these findings into consideration, we were able to propose ways our client could improve its impact in the market. We suggested leveraging its joy of life attributes – for example, a feeling of fun and freedom – to increase brand equity and catch up its competitors.

The CBR study also showed that the manufacturer had the highest proportion of latent brand equity among its peers. To activate this unrealized potential, rational aspects such as quality, reasonable pricing and functionality were the most promising levers.



Your contact partner is there for you:

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