

Evolving a luxury car brand in Europe



A manufacturer of luxury vehicles.

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

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.

Approach

We implemented a 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.

Applying our ConX methodology, we evaluated the vehicle manufacturer's customer experience at various touchpoints. This painted a picture of how negative, positive and memorable these brand experiences were from the consumer's perspective.

The GfK Brand Vivo methodology underpinned our analysis. It uses human relationships as metaphors for the connection between brands 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.

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

- Increase branding in all marketing activities.
- Focus on shifting the technocratic tone of its communications to a more emotional one.