



## Crafting compelling, localized propositions in the tire market



Michelin is one of the largest tire manufacturers in the world.

“The findings exceeded my expectations and were extremely insightful, providing a deep understanding of the consumers beyond their relationship with the category”

Catherine Marchand,  
Marketing Intelligence, Passenger Car Segment,  
Michelin HQ

### Situation

Michelin wanted to improve sales in a key segment of tire consumers in South Africa and the Middle East. It needed to understand which communications positioning and marketing actions it could deploy to increase brand appeal, and boost conversion rates from awareness and consideration to purchase.

### Approach

Our research plan had two stages:

1. GfK Smart Discovery: We identified market opportunities through an inside-out view of the consumer segment, including the dealer perspective. Then, we profiled the customer base and conducted drive-along and shop-along interviews with recent purchasers and active intenders.
2. GfK Smart Creative: We held an activation workshop to design compelling consumer and dealer value propositions.

### Outcome

The study revealed the mindset, values and category needs of the audience, along with its perceptions of Michelin's brand strengths and weaknesses compared to major competitors. It showed how unsuitable communications materials developed in Europe would be for the target markets.

The research gave the client direction for the development of new collateral that would be relevant and appealing for customers in South Africa and the Middle East.