

## Marque level insight for the automotive sector

### Breadth... for example...

- What does your brand stand for in the eyes of the consumer?
- What are the key attributes that drive your brand? How do you stack up versus your competition?
- How do those consumer perceptions change over time?

### Depth... for example...

- Do your owners have a different perception to other consumers?
- If so, how can marketing communications help exploit this business opportunity?
- Are your brand strengths supporting your business objectives?
- How do you get where you want to be?
- And, use competitor insights, within automotive BITE, to predict how long it might take...

### Distinctive Insight

- Full industry coverage allows you to understand the dynamics of the entire market
- Define your bespoke competitive set for reporting, yet reap the syndicated benefits of cost sharing
- All responses are automotive mosaic appended

### Frequency

- 20 brands with the largest market shares (as defined by SMMT registration data) report every month
- The remaining 29 brands (all brands selling in excess of 100 units per annum) report every quarter
- Flexible subscription to suit your business – regular benchmarking, ongoing tracking and/or ad-hoc

### A Building Block

- For understanding and developing all the consumer touch points for your brand
- For exploring consumer motivations and defining highly engaging marketing communications
- For advertising tracking and measuring marketing effectiveness



A 'brand' is an organisation, service or product with a 'personality' that is shaped by the perceptions of the audience. When people buy into a 'brand' they feel drawn to it. It is not the business, but this, almost tribal, emotional connection that creates a brand. If it is the consumer audience that defines your brand – **ignore them at your peril!**



### At a glance...

- 49 automotive brands included – that is 99.9% of the current market
- Insight on brand awareness, consideration, purchase intention and ownership
- Brand reputation measured against core attribute and personality statements
- 3000 brand responses achieved every month
- Automotive Mosaic classifications built in

If you have stopped tracking your brand  
If you have become uninspired by the tracking you are doing, or  
If you have never tracked your brand at all  
**NOW** is certainly the time to reconsider

**Invest in the long term health of your marque...**