

Topic focussed insight for the automotive sector

Breadth... for example...

- How do you stack up versus your competition regarding key industry issues?
- Which issues are transient and which will need to be long term priorities for your business?

Depth... for example...

- How much do consumers really understand about 'green' cars? And, how 'green' is your brand?
- Is social media relevant to driving brand perceptions or merely a tool for social interaction?
- Does extending your vehicle warranty drive sales or become an unsustainable business cost?
- Can insurance providers impact your brand – after all they are dealing with your customers?
- Is the breakdown recovery experience a brand trauma or a hidden brand ambassador?
- Are dealers delivering your brand and maximising the business opportunity for you and them?

Distinctive Insight

- Full industry coverage allows you to compare your brand and customers against the competition
- All responses are automotive mosaic appended
- Real value driven by combining sector and segment insight with this subject matter intelligence

Frequency

- Quarterly reporting for each of six key industry issues
- Flexible subscription to suit the requirements across your business

Building Blocks

- Highly robust feedback from 4000 responses for each featured subject across the year
- Share critical insights across key business areas: network development; product marketing; marketing communications; brand development; customer relations; partner marketing



At a glance...

- The consumer view of meeting **environmental concerns**
- Dealership experience** evaluating the reality versus the brand expectation
- The relevance of **social media** in consumer communication and vehicle purchasing
- Emergency recovery** / vehicle breakdown cover and consumer experience
- Consumer views and interaction with **vehicle insurance** providers
- The consumer view of vehicle **warranty programmes**



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 brand...