Skoda Auto Case Write-Up Instructions

Learning Goals: Understand how strong brands lose their equity, and what actions are required for a brand to regain its equity. Understand the role of marketing strategy and tactics in turning around brands.

Case: Skoda Auto (A) by Malaviya and Srivastava

1-page Write-Up Instructions:

If you plan to turn in a 1-page write-up for this case, answer the questions listed below:

The case deals with a brand repositioning strategy. Please answer the following questions.

1. Provide a deep insight of the Skoda brand problem. It is critical to go beyond simply stating that “Skoda has a bad brand image.” Why does it have this image, how does the image impact the potential buyer, and why does the consumer react the way they do to the Skoda brand?
2. Provide a brief summary of your overall targeting and positioning recommendations for fixing the Skoda brand image in the UK
3. List three specific marketing tactics, related to any of the 4Ps, and discuss how they could help fix the brand image in the UK
4. Clearly indicate the most pressing marketing action from the three alternatives listed above. Offer specific implementation details that are relevant to your recommendation (e.g., if you recommend an ad campaign, what would the ad message be, in what sort of media outlets, tone, message appeal etc.)

*Notes:*

* *The challenge of this case takes place in the early 2000s (launching the Skoda Fabia in the UK in the year 2000).*
* *This is an INSEAD case that uses European numbering standards. In the Exhibits, you will notice that commas are used to set off decimals and periods are used to set off thousands. For example, 8.2% is written as 8,2%; 1,000 is written as 1.000.*