



# Challenging the Big Brand The HYUNDAI Way

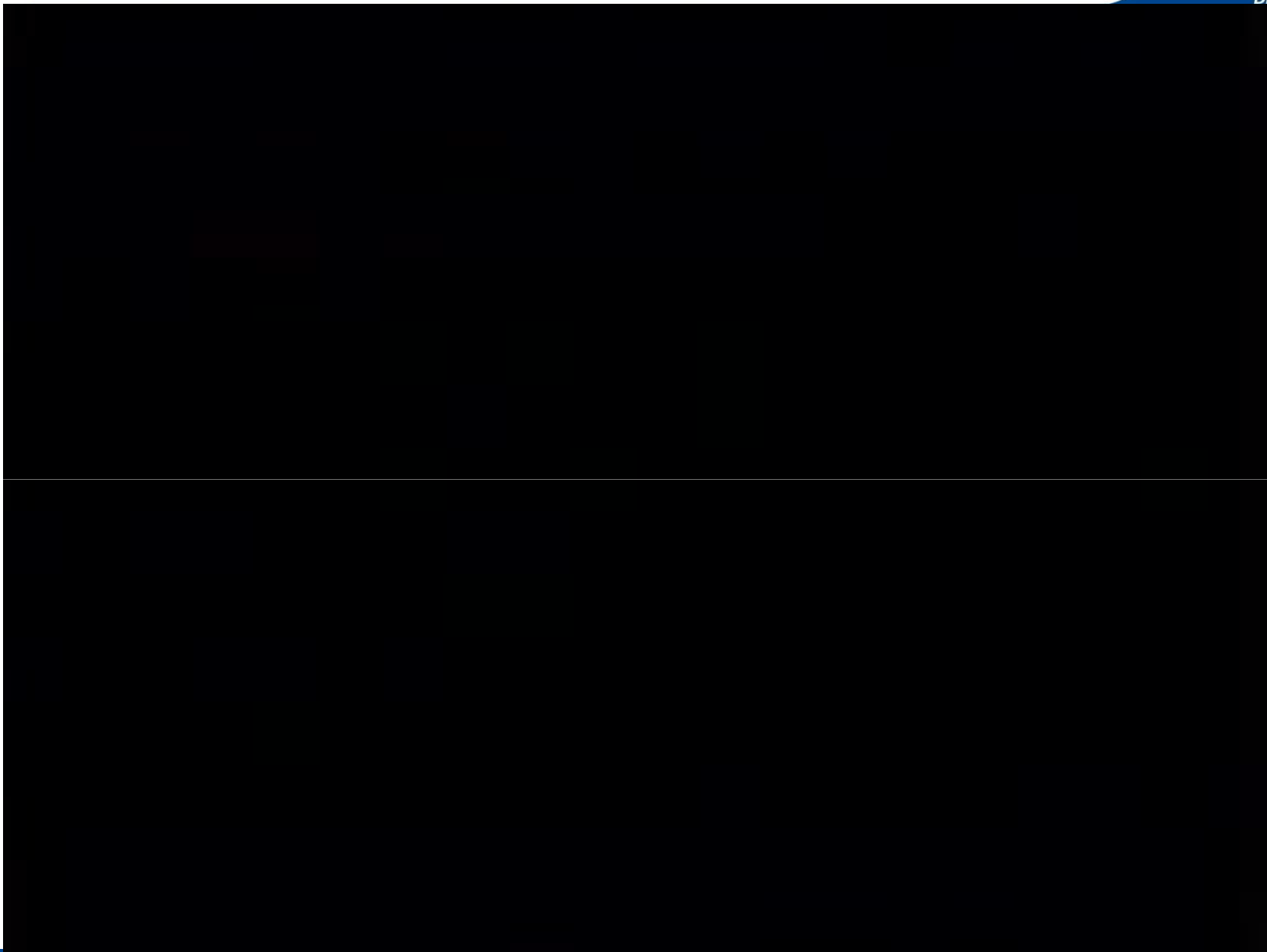
## MarkPlus Conference

Desember 10, 2009





# Drive your Way



## POSITIONING OF HYUNDAI INDONESIA

Hyundai Global  
Brand Positioning

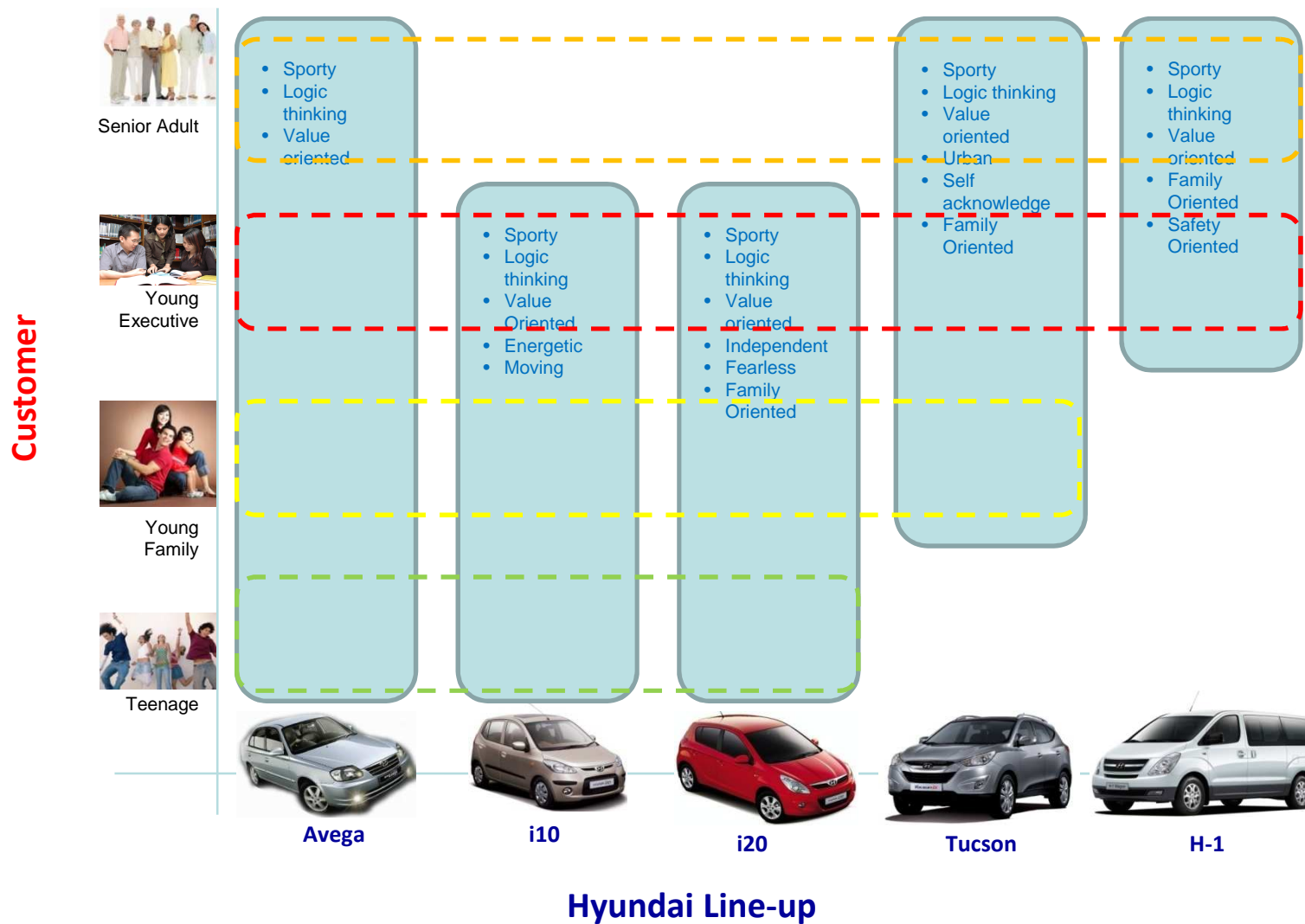
**HYUNDAI**  
*Refined and Confident*

Hyundai Indonesia  
Adapted Brand  
Positioning

*Refined vehicle for the confident user*  
***“Untuk yang mengerti dan percaya diri”***

*Hyundai is a high-quality vehicle with young-at-heart design and urbane comfort as well as a notable 3S Plus network for the distinctive, assured, and inner-directed user*

BRAND	FRAME OF REFERENCE	COMPETITIVE ADVANTAGE	POINTS OF DIFFERENTIATION	TARGET MARKET
<b>HYUNDAI</b>	<i>High-quality vehicle</i>	<i>Young-at-heart design</i> <i>Urbane comfort</i>	<i>Notable 3S-Plus network</i>	<i>Distinctive</i> <i>Assured</i> <i>Inner-directed user</i>
<i>Refined</i>				<i>Confident</i>



The customer-product-brand management of Hyundai should be aligned with the PDB

## MARKETING ARCHITECTURE OF HYUNDAI

### CUSTOMER INTIMACY

- Segmentation
- Targeting

1	TREND-SETTER
2	VALUE-SEEKER
3	STANDARD-MATCHER
4	CAUTIOUS-BUYER

### CUSTOMER MANAGEMENT

### PRODUCT MANAGEMENT

### PRODUCT LEADERSHIP

- Marketing Mix
- Selling

1	SUV MED-HIGH & MPV HIGH
2	CITY CAR MEDIUM
3	CITY CAR LOW
4	MINI SEDAN

Positioning-  
Differentiation-Brand  
(PDB)  
*Refined Vehicle for the  
Confident User*

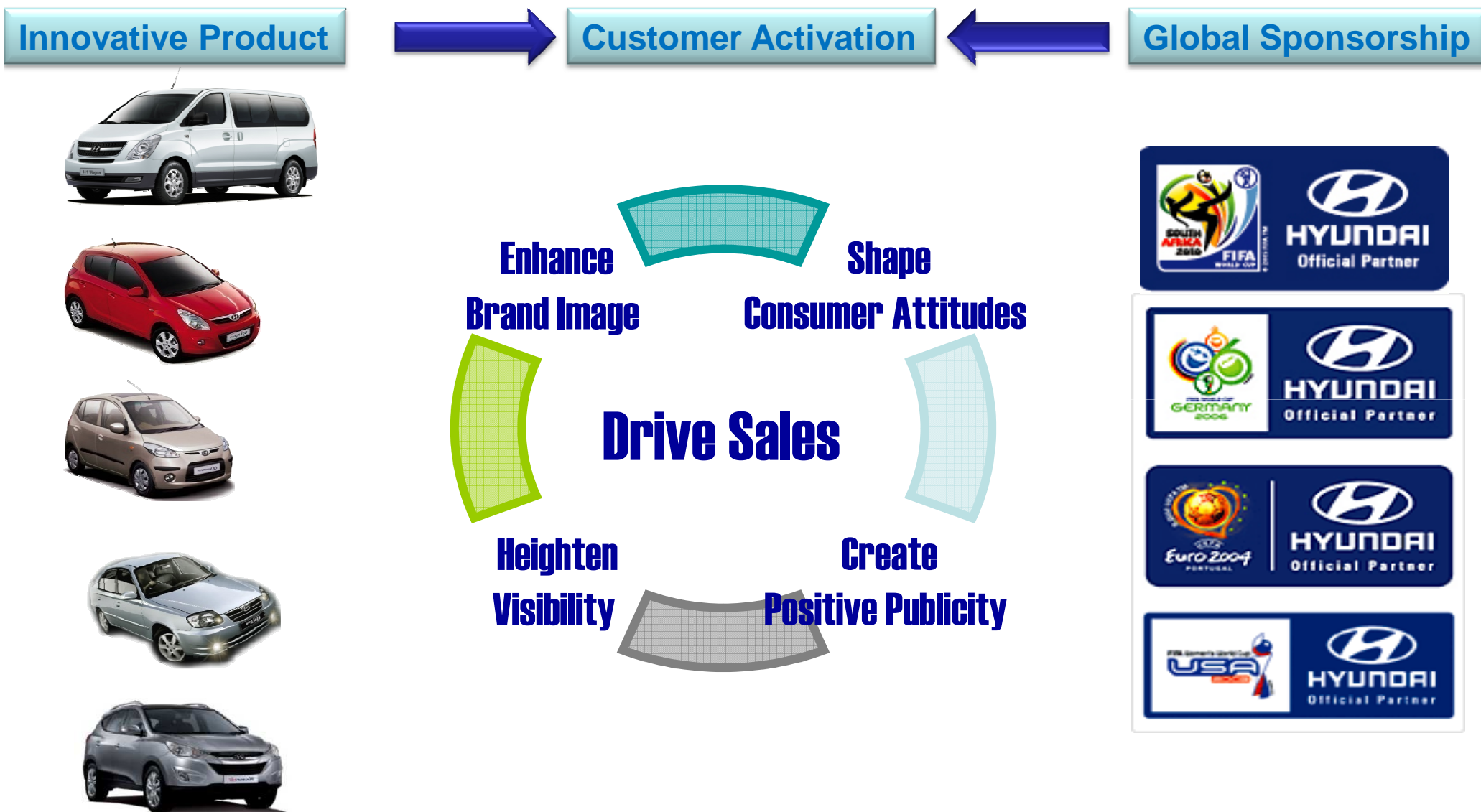
*"Untuk yang mengerti  
dan percaya diri"*

### BRAND MANAGEMENT

### OPERATIONAL EXCELLENCE

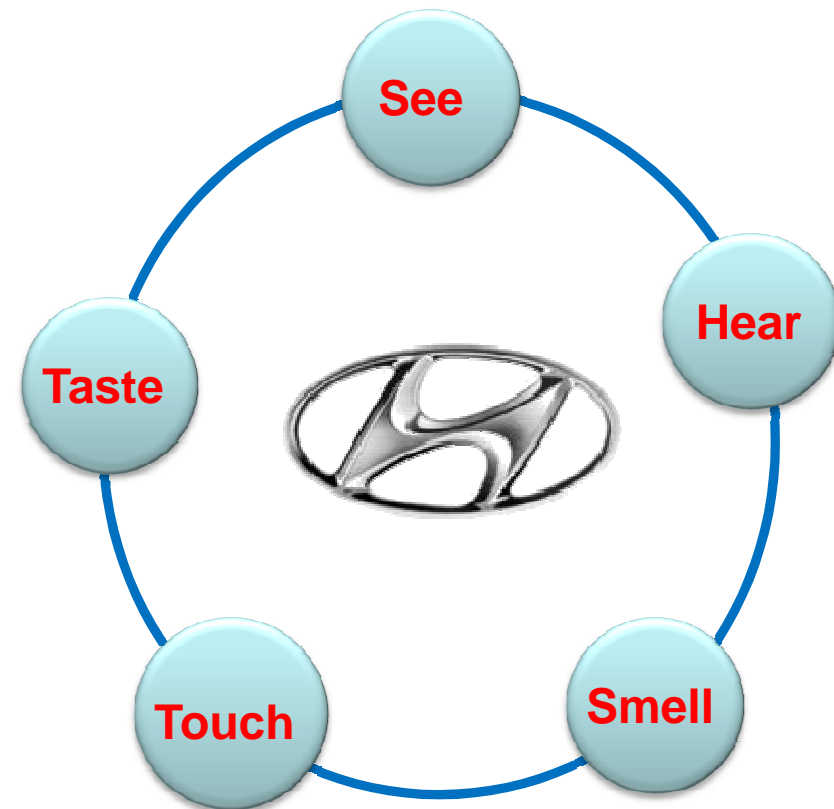
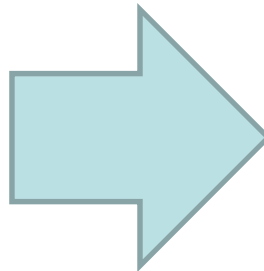
- Service
- Process

1	INNOVATIVE BRANDS
2	GOOD VALUE BRANDS
3	MAINSTREAM BRANDS
4	PRICE BRANDS





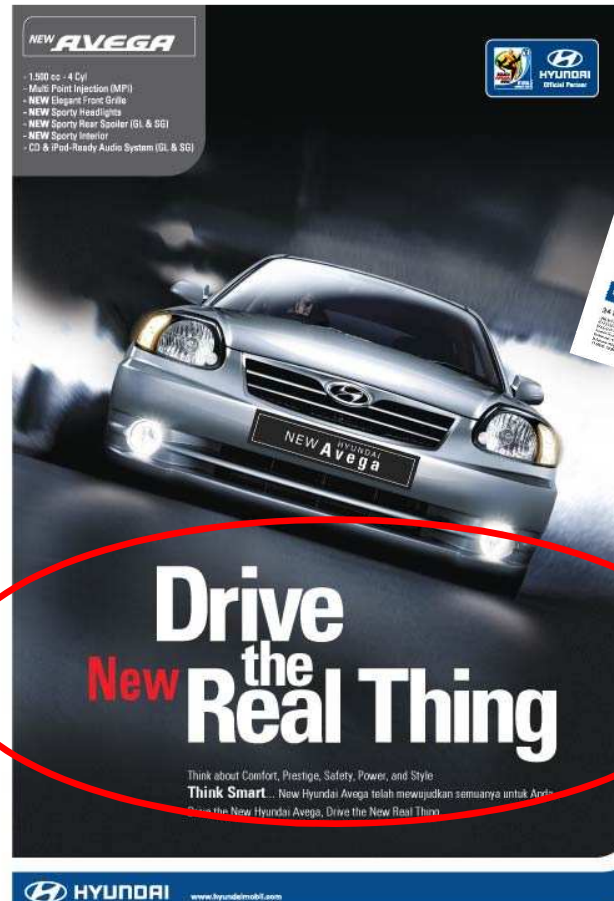
***“Untuk  
yang mengerti  
dan  
percaya diri”***







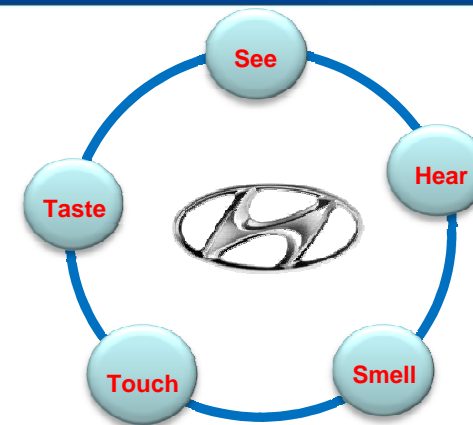
**3 YEARS WARRANTY & 3 YEARS BUY BACK GUARANTEE** (Syarat & ketentuan berlaku)



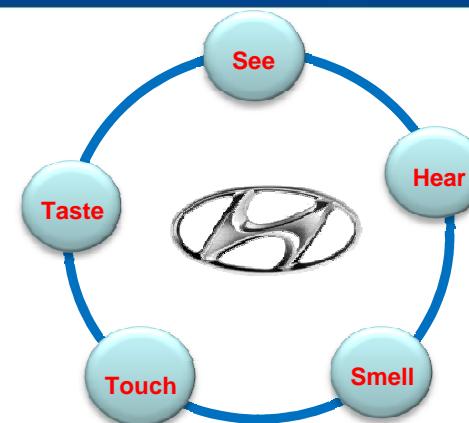
JAKARTA (021): HYUNDAI MOBIL Pondok Indah: 7289555/6666.HYUNDAI MOBIL Kelapa Gading: 45851313. HYUNDAI MOBIL Cilandak: 75908668. HYUNDAI MOBIL Puri: 6966695. HYUNDAI MOBIL Kalimatang: 8656666. HYUNDAI MOBIL Tabel: 83701819. CAHYA HYUNDAI Warung Buncit: 7983456. DEPOK (021): HYUNDAI Depok: 7755999. TANGERANG (021): HYUNDAI Serpong: 5380909.



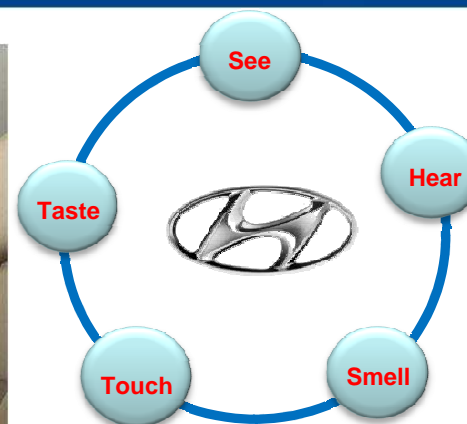




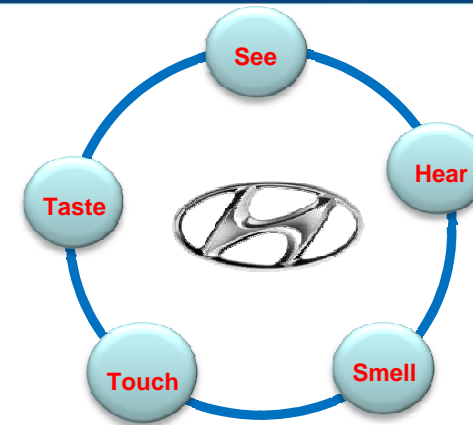




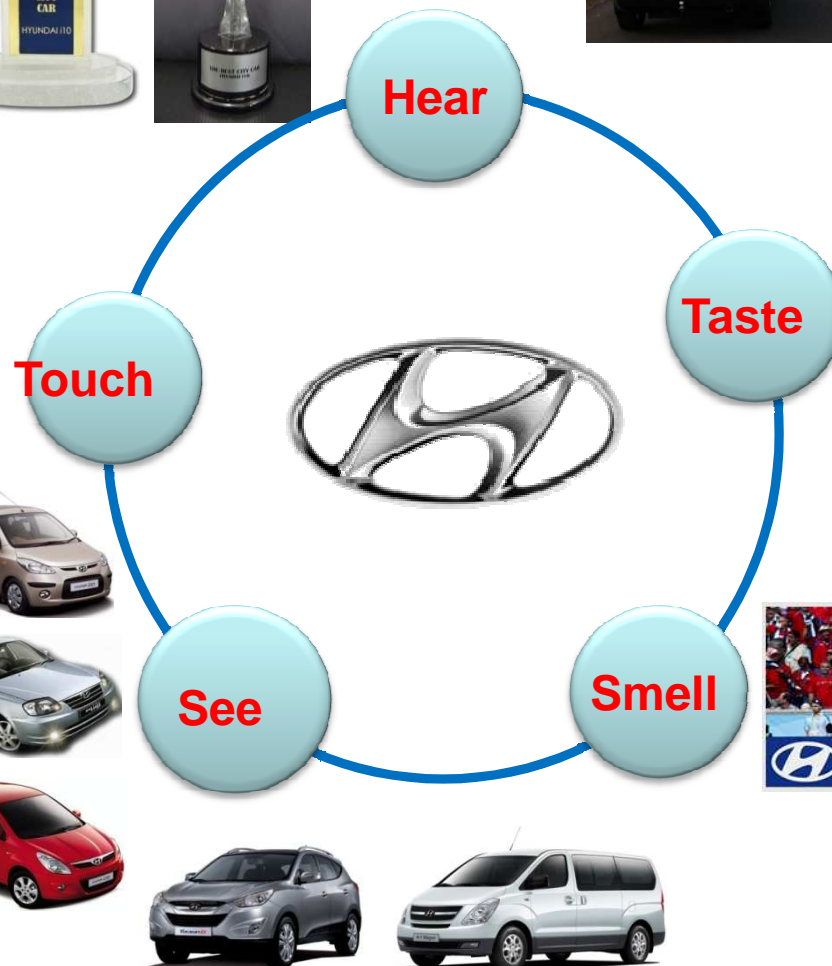
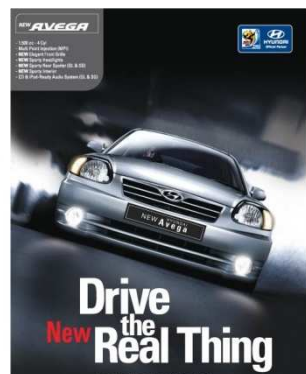














# Thank you



New Perspective and Outstanding Growth

