

Automotive – leading car manufacturer

Client situation

- A leading luxury car manufacturer asked help to develop fact based marketing investment capability in the Chinese market
- The client ask for help was in the following areas:
 - Provide transparency on company's marketing investments and achieved impact
 - Develop and implement fact based approach to set spending plan across marketing mix
 - Develop and implement capability to allocate total budget across geographies and nameplates according to strategic goals of the company

Approach

- Used the McKinsey RCQ approach to install at the client marketing investment mix allocation capability
- Deployed Mix Navigator to make the marketing mix optimisation capability sustainable
- Deployed Value Navigator solution giving the client ability to allocate the total marketing budget across geographies and nameplates according to management strategic priorities

Impact generated

- Achieved 13% improvement in marketing effectiveness
- Created sustainable marketing investment decision capabilities supported by Marketing Navigator software solution

