

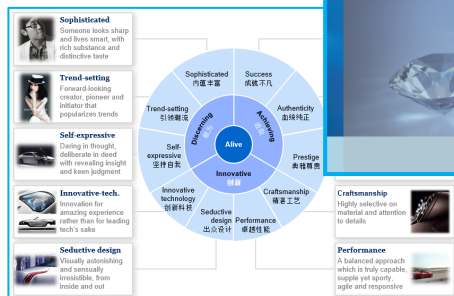
Leading European premium car manufacturer – we developed a new Asia brand strategy which is more relevant to local consumer needs

Situation

- Leading European premium car manufacturer, among top 5 market position in Asia in terms of market share
- Regarded as a niche brand** among local consumers, the client's sedan brand faced obstacles to tackle huge opportunities in growing segments
- Brand health index hasn't been improved for years**, with low transfer rate to purchases

What we did

- Brought in Brand Navigator**, McKinsey proprietary integrated, customer insights solution, to make holistic, Asia specific brand diagnostics to pinpoint the issues
- Carried a quali + quanti consumer research works**, covering different tiered cities, to dig out in-depth consumer insights and recognize right target segments
- Translated insights into key branding strategies**, including creating a Asia specific "Brand Wheel" which guide all future branding initiatives



Impact

- Significant improved the brand health index**, with 20% conversion increase from awareness to familiarity and 15% from familiarity to likeness
- Optimized MROI by 10%**, due to more focused marketing spending on right vehicle mix and compelling brand messages
- Boosted strong topline growth by **doubling the original sales target** in the second year of implementing the new brand strategy