

AutoFocus

Car buyers' needs and
car brands' positions

The material in this presentation relates to the
Swedish market (2007 and 2014)



Our decision making is primarily emotional

Traditional research methods captures rationalisations, since the emotional drivers are subconscious.

Through the use of unique projective tools, AutoFocus shows the true driving forces behind the choice of car brand.

Critical success factors: Understand emotional drivers, and position the own brand against competitors on an emotional level.



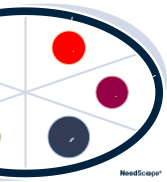
AutoFocus is based on an established psychological model



AutoFocus maps conscious as well as subconscious needs when buying a car



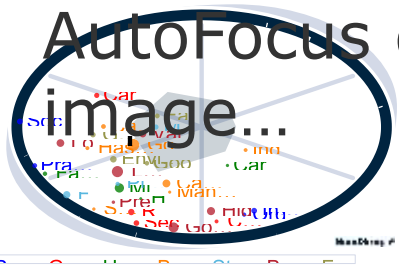
AutoFocus segments customers based on their needs and shows the size and profile of each segment



13% of the car buyers choose brand based on this need state

- Gender distribution
 - Age distribution
 - Region
 - Level of urbanisation
 - Education
 - Occupation
 - Income
 - Marital status
 - Size of household
 - Children in the household
-
- The car brands' shares of the segment
-
- Market delivery- (analysis of the extent to which today's total supply meets the needs of the segment - for identifying innovation space)

AutoFocus describes the car brands' positions and image...



Source: AutoFocus 2007 (TNS Sweden)

... and provides a detailed understanding for how brands differentiate from each other



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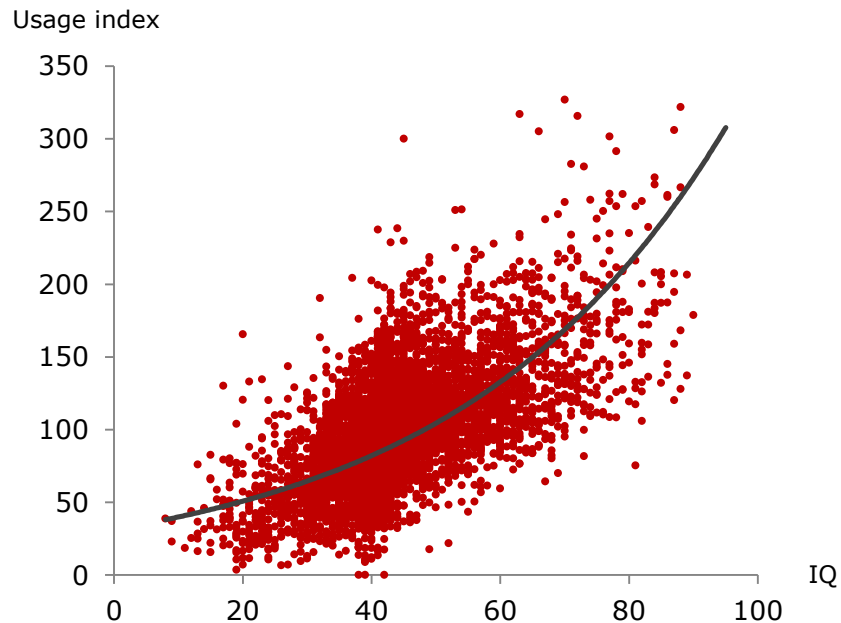


Source: AutoFocus 2007 (TNS Sweden)

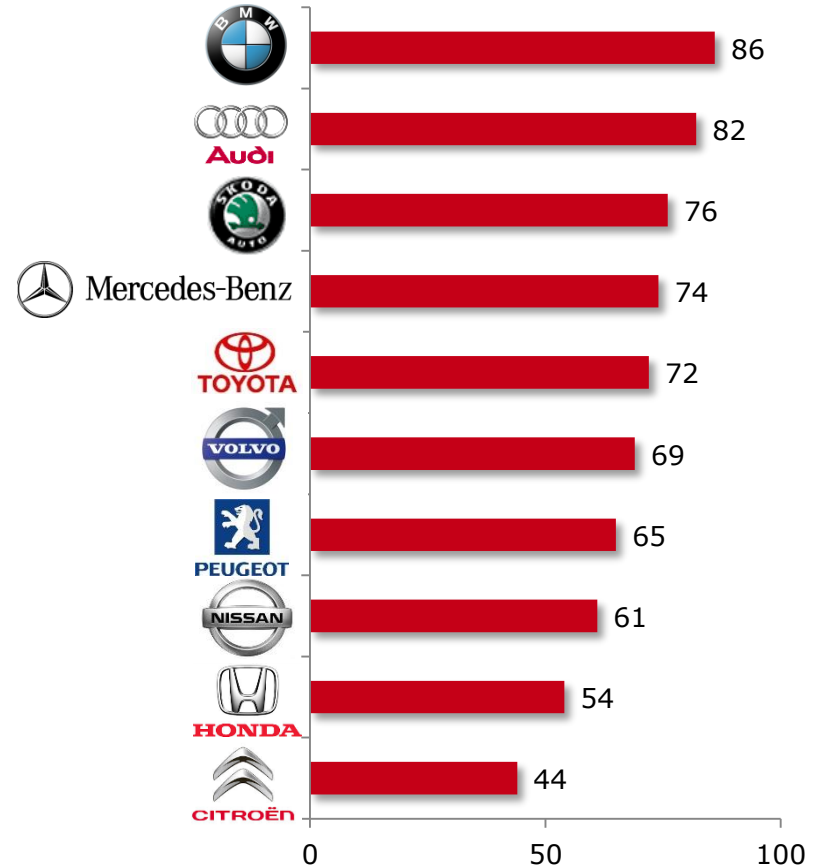
Irresistibility Quotient (IQ)

Sums up how strongly the brand meets customer needs

The relationship between IQ and usage

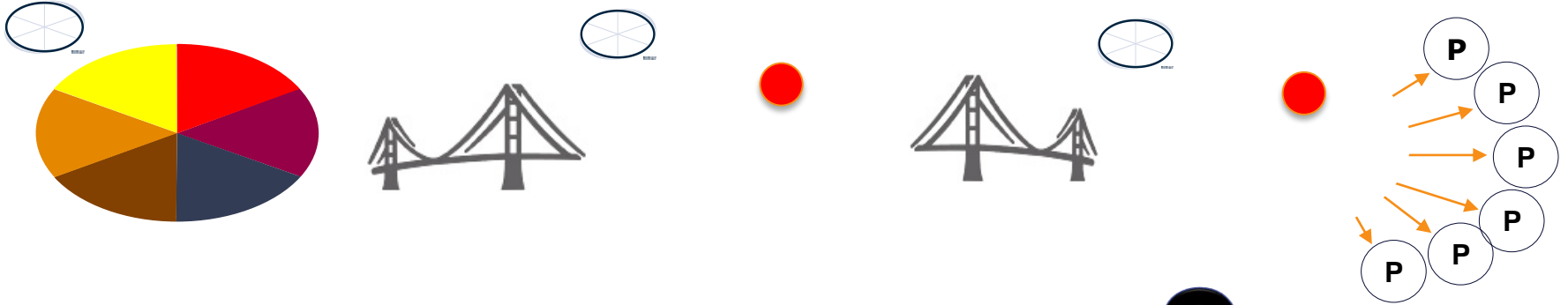


Source: NeedScope-data for more than 1000 brands 2009-2013



Source: AutoFocus 2007 (TNS Sweden)
(example of brands)

AutoFocus provides a platform for strategic positioning and brand activation



1

AutoFocus provides sharper insights into the emotional forces that drive the category and differentiate brands.

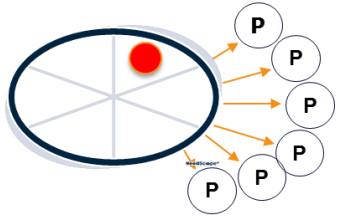
2

Creates a more powerful brand strategy, with a clearer and more differentiated **target position**.

3

More focused and consistently orchestrated emotional expressions in all **activation** builds a stronger and more differentiated brand.

Activation with emotion



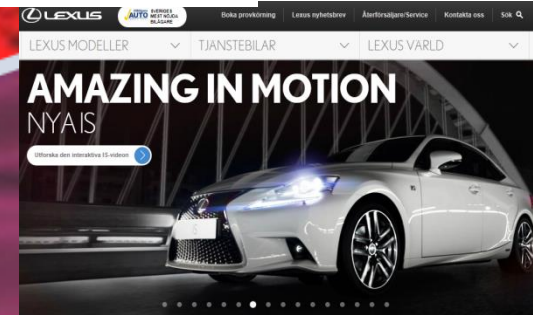
Sponsorship



Product development



Employees



Online



Commercial



Exhibition hall