

**IPSOS
WEB-SESSION**

**Looking beyond
automotive:
emotional branding in
other sectors**

November 10th, 2020

GAME CHANGERS



Introductions



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Customer & Market
Intelligence

Our 4 Automotive Web-Sessions

“Mobility behaviours and automotive purchase intentions in troubled times”

Tue, October 6, 2020

“The future of mobility - electrification, connectivity, and automated driving”

Tue, October 13, 2020

“Accelerating in digital – the new customer journey”

Tue, October 27, 2020

“Looking beyond automotive – emotional branding in other sectors”

Tue, November 10, 2020



Agenda

**BRAND GROWTH IN
TIMES OF CRISIS**

**QUESTIONS &
ANSWERS**

1

**REPUTATIONAL
CHALLENGES FOR
THE AUTO INDUSTRY**

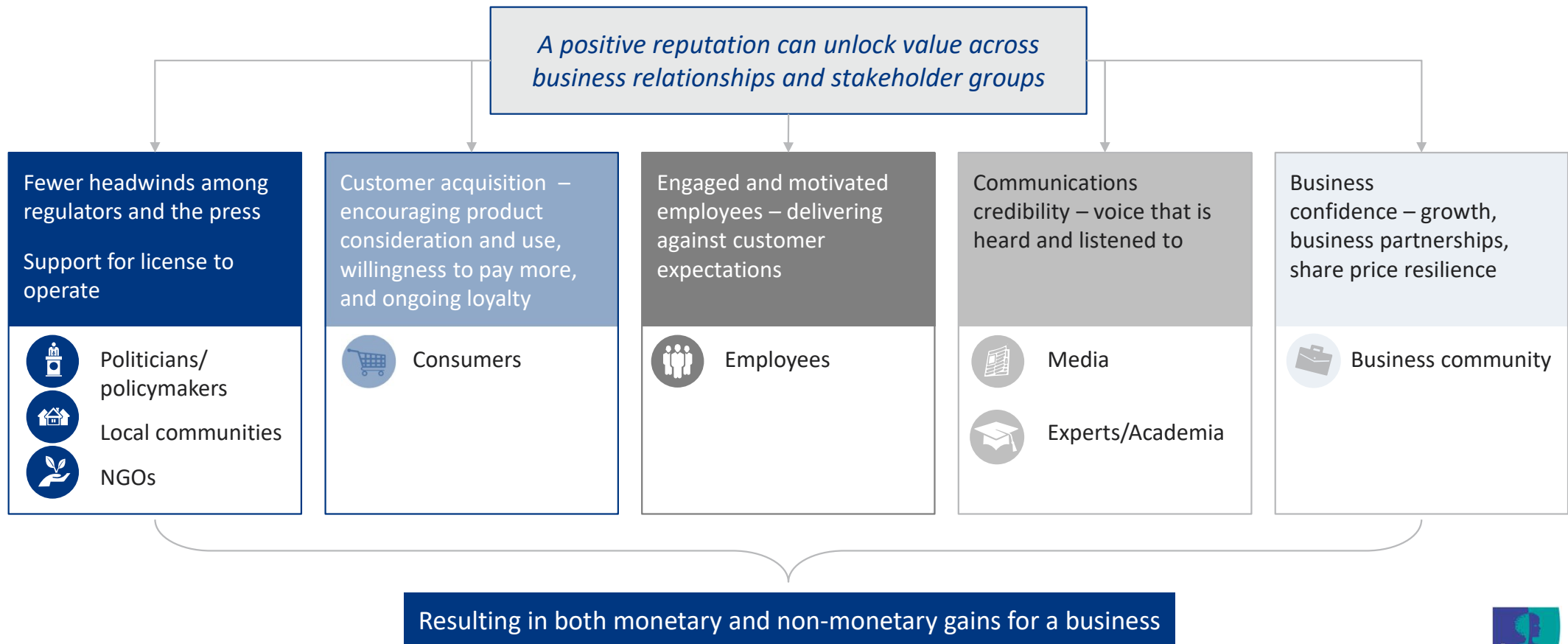
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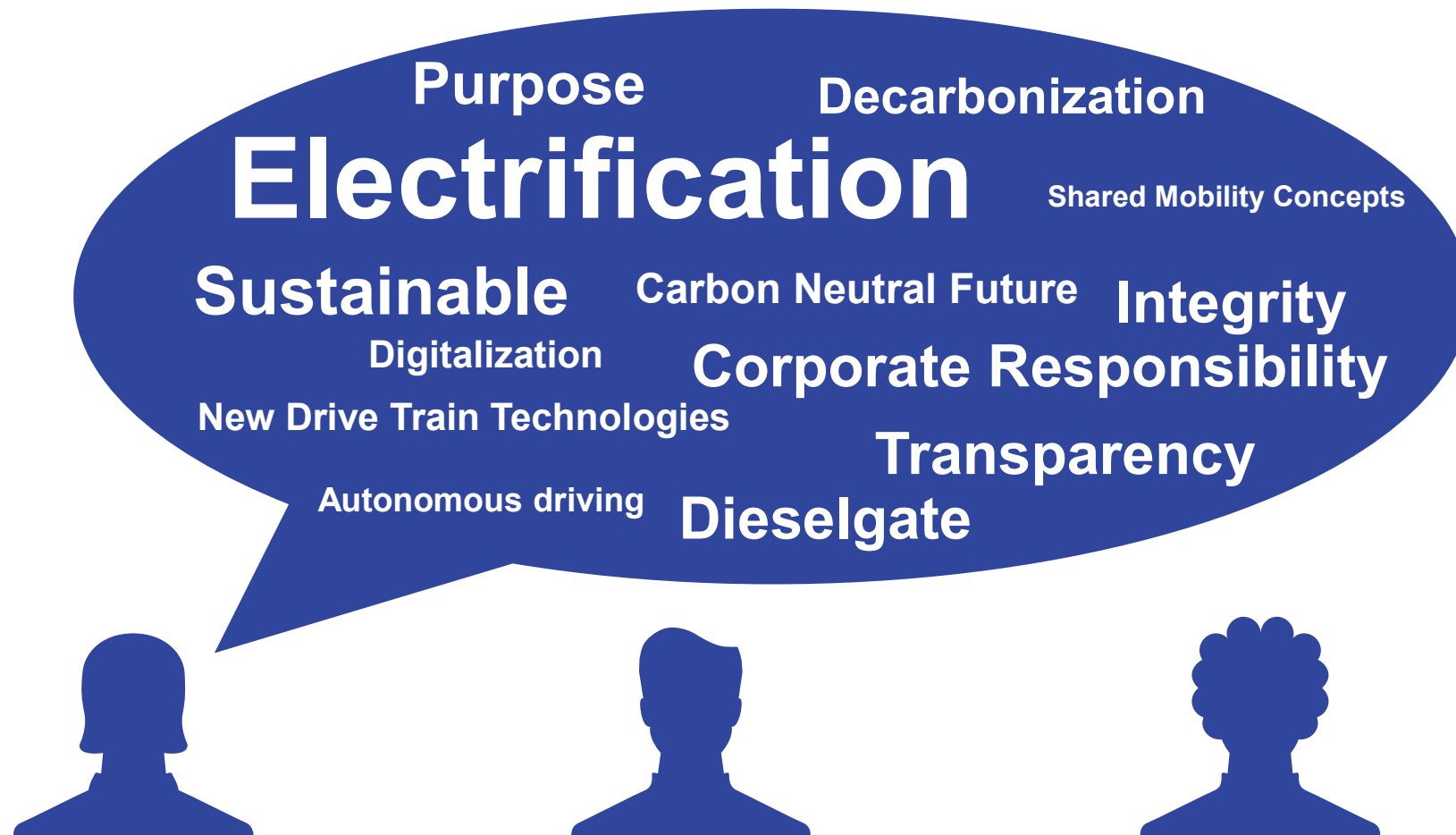
**INTERVIEW WITH
ALAIN KLAPISZ**

4

THE IMPACT OF REPUTATION

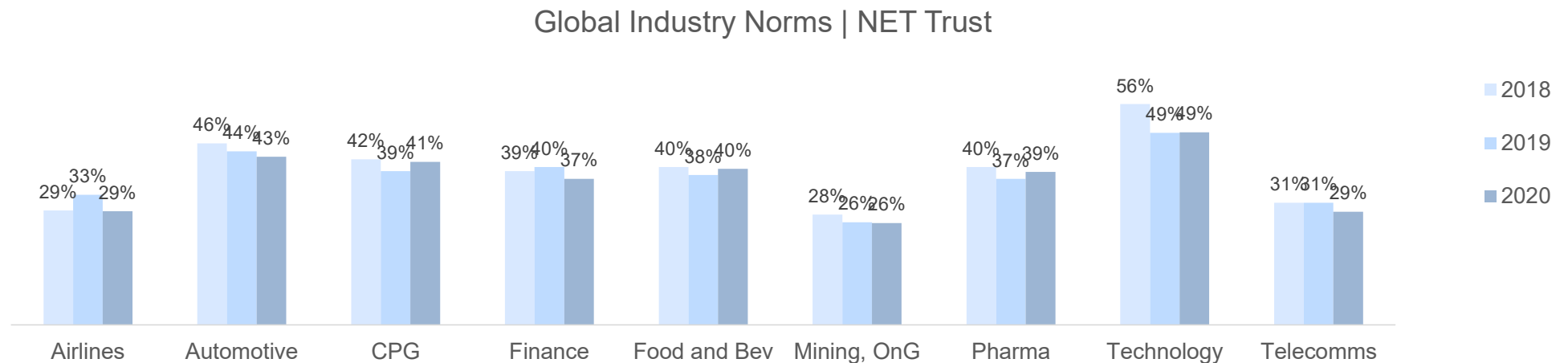


ASSOCIATIONS WITH THE CAR INDUSTRY



GLOBAL TRUST COMPARING AUTOMOTIVE WITH OTHER INDUSTRIES

Trust in Automotive companies remains much lower in 2020 than in was in 2018.



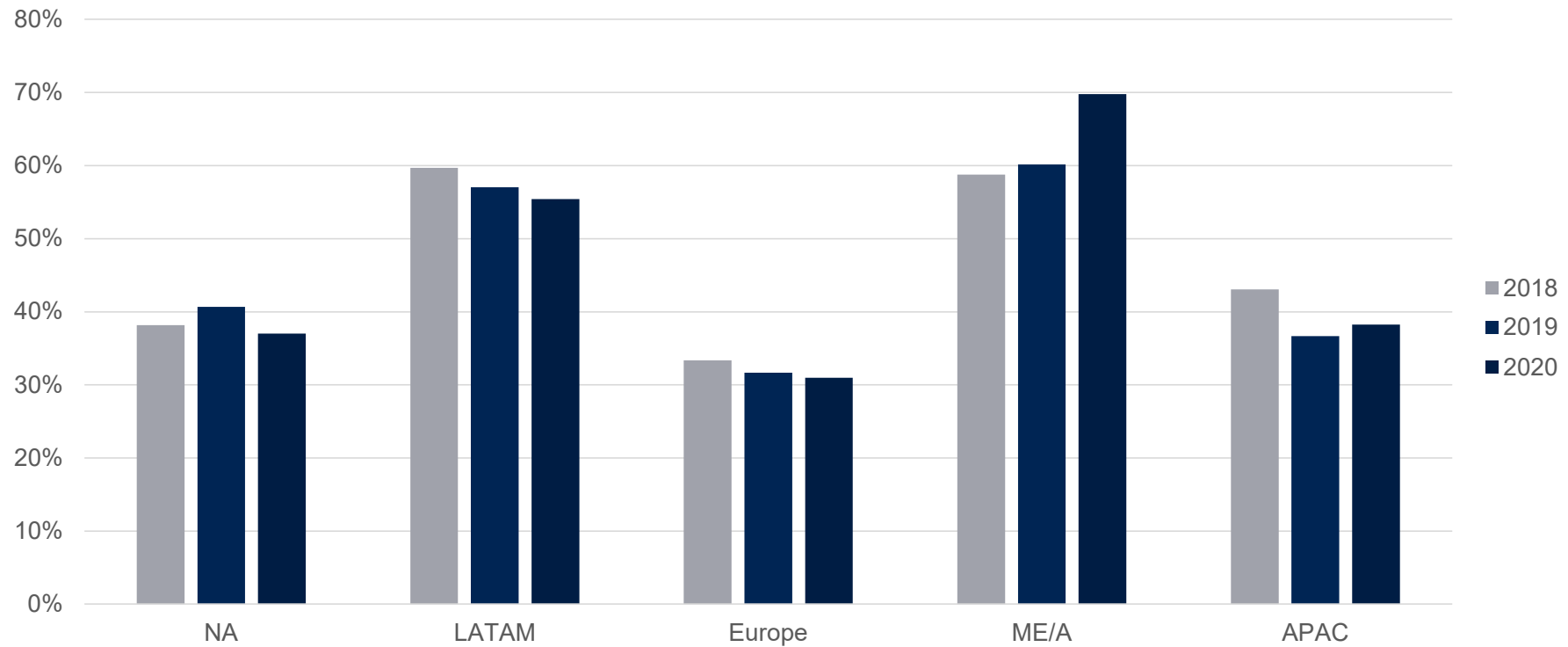
Norms are based on online surveys (Ipsos Global Reputation Monitor) of adults age 18 to 64 in 25+ countries, N=1000 or N=500 per country, over 20,000 interviews per wave total

NET Trust
(Total Trust minus Total Distrust on 5-point scale)



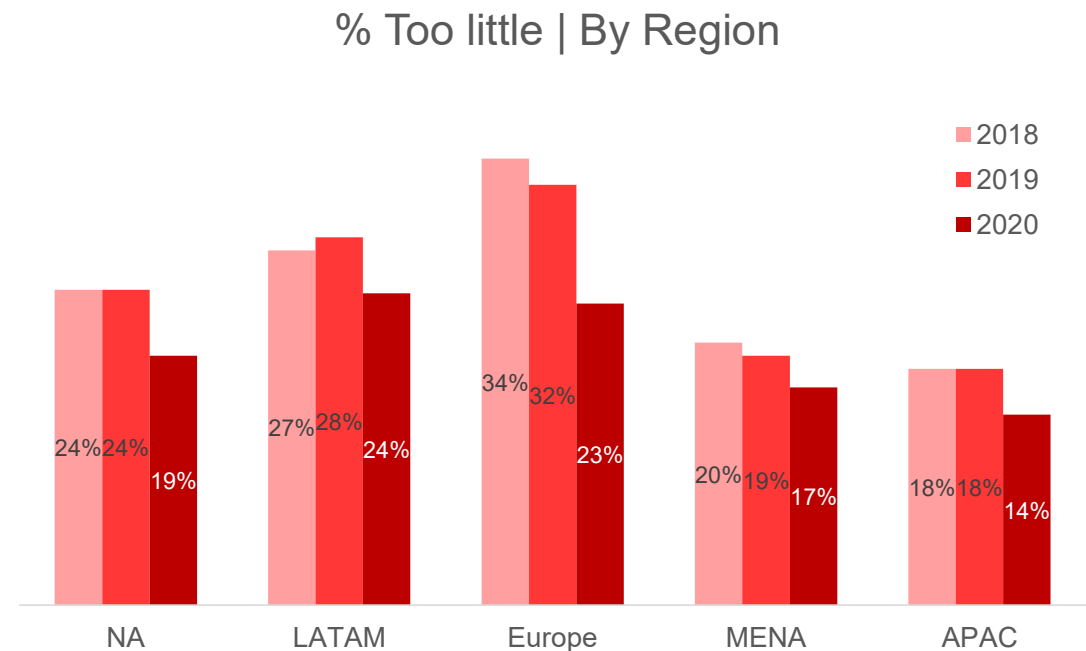
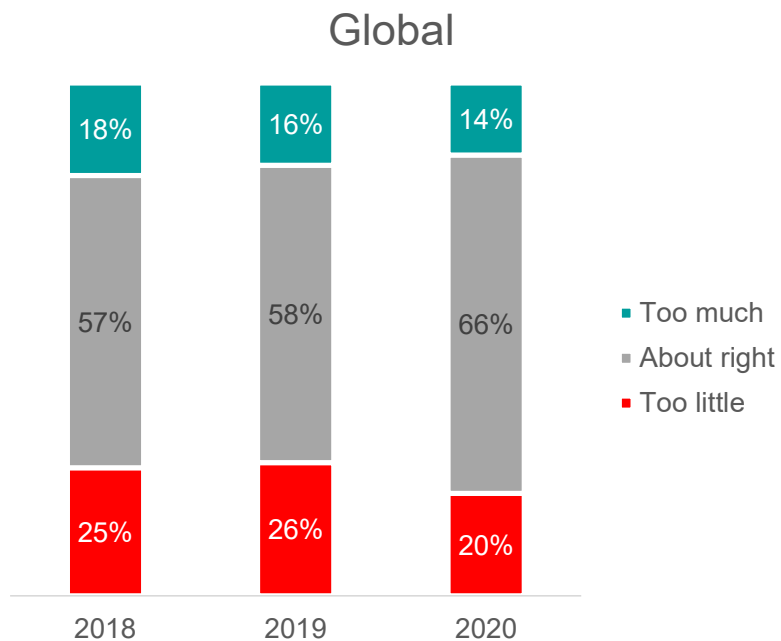
NET TRUST ACROSS MARKETS

Particularly in Europe trust in the automotive industry remains an issue of concern



DESIRE TO REGULATE | AUTOMOTIVE

There is a link between trust and the desire to regulate. However, trust has not improved in line with regulation. Regulatory headwinds are declining in Europe

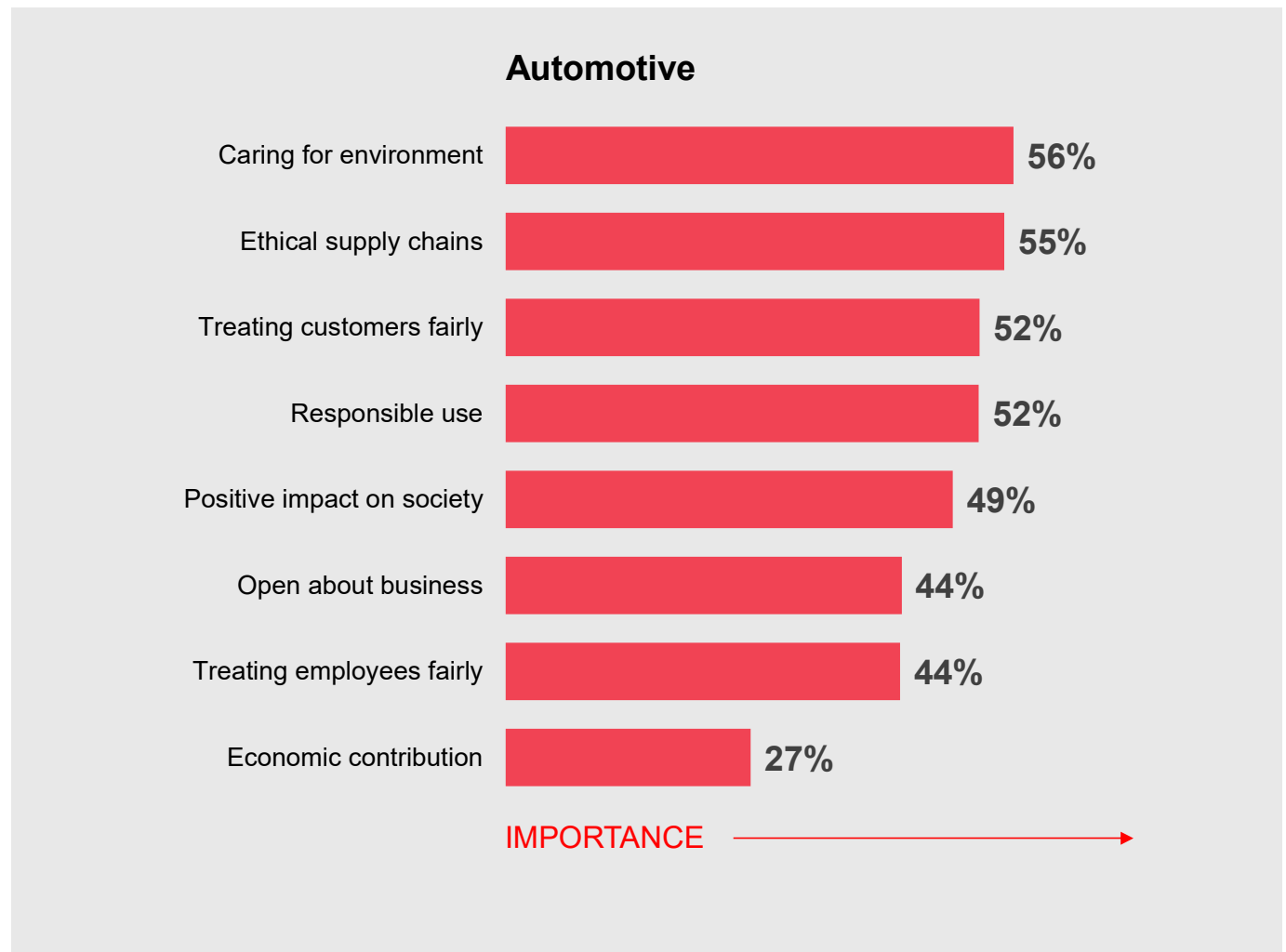


DRIVERS OF CORPORATE RESPONSIBILITY

The environment is the key challenge for Automotive companies

Environmental impact is, not surprisingly, the main driver of responsibility for the automotive companies in the survey. Coupled with “ethical supply chains” the path forward for the automotive industry is clear. The importance of “responsible use” is likely linked to environmental concerns.

Treating customers fairly is the other driver of automotive company responsibility.



CLIMATE ANTAGONISM

80%

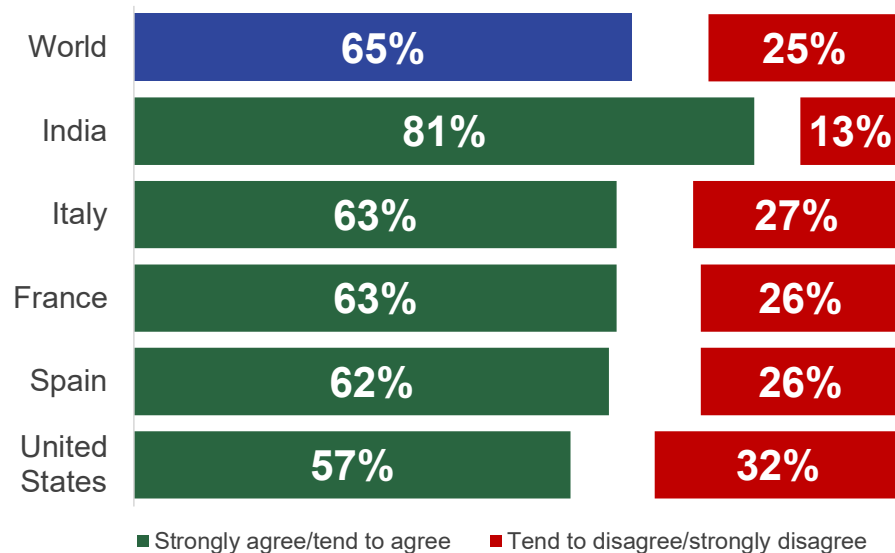
» We are heading for environmental disaster unless we change our habits quickly«

79%

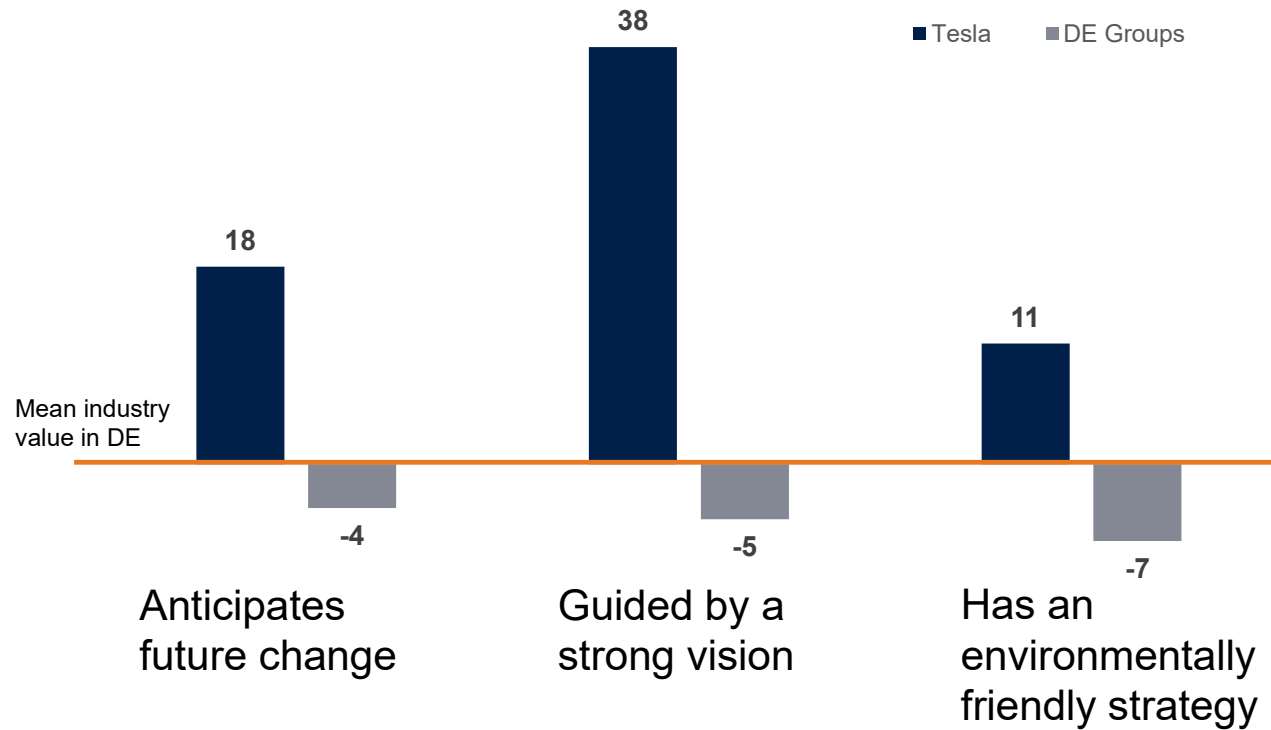
»Companies do not pay enough attention to the environment«



IN THE ECONOMIC RECOVERY AFTER COVID-19, IT'S IMPORTANT THAT GOVERNMENT ACTIONS PRIORITIZE CLIMATE CHANGE



VISION MAKES A DIFFERENCE TO CORPORATE BRAND EQUITY



TAKE-AWAY

A positive reputation helps companies to reach strategic business targets more effectively.

The automotive industry is facing a variety of complex reputation challenges and headwinds.

There is a link between regulation and reputation.

Reputation is contextual. The level of trust and what drives trust varies across markets.

However, sustainability is the industry's most important driver of trust.

Ipsos data shows that the desire for sustainable development is a global trend that remains persistent despite Covid 19.

Building a strong vision around decarbonization, electrification and purpose will impact positively on corporate brand image among multipliers and clients.

BRAND GROWTH IN TIMES OF CRISIS

**Looking beyond automotive,
emotional branding in other sectors**

Benoit Tranzer, Global Lead Brand Tracking
Laurent Dumouchel, Chief Growth Officer, BHT

GAME CHANGERS



November 10th, 2020

BRANDS NEED TO FIT WITH THE NEW GLOBAL-LOCAL PARADIGM, ACCELERATED WITH C-19

#1

“Only 39% of people agree global brands are now making better products than local ones”

Ipsos Global trends, 22,114 adults, 32 countries (2019)



WELCOME TO THE NEW PARADIGM LO-BAL

Brand Perceptions vary a lot across markets, even in the same region



SAMSUNG



SONY

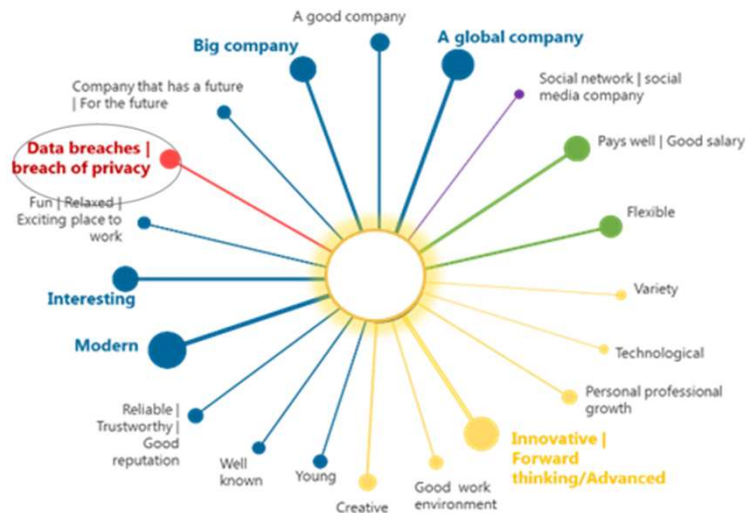
Google



Microsoft



BRAND HAS PRIVACY CONCERNS



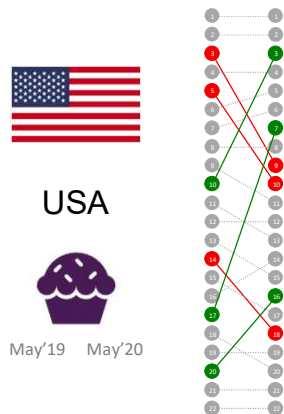
BRAND X TRIGGERS INNOVATION, GROWTH AND OPPORTUNITIES



WELCOME TO THE NEW PARADIGM LO-BAL

Covid-19 reset the drivers of the brands in many categories.... Automotive as well!

SNACKING



Makes me feel like a good mum when I serve them

Are snacks made with real ingredients

Brand I trust

HOT BEVERAGES



Made from natural ingredients

Reasonably priced

Popular brand

BABY FOOD

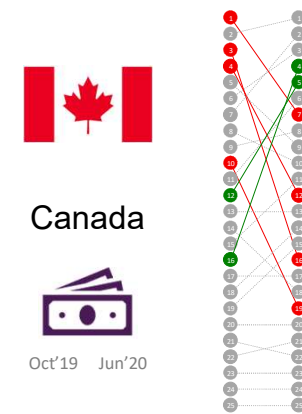


Understands your needs as a mum

Right vitamins & minerals for baby's development

Helps baby develop a good relationship with food

FINANCIAL SERVICES



Is different but in a good way

Has competitive rates

Makes me feel good about my money

Ability to bank how/when I want

WELCOME TO THE NEW PARADIGM LO-BAL

Covid-19 reset the drivers of the brands in many categories....
Automotive as well!



Before Covid-19 it was all about awareness, safety services, suitable for family...



Now it's all about environment but also, long term commitments, relevance of the activation of the brand (advertising) and uniqueness.



Giving complete service and being trusted brand didn't change and still very important for choosing this brand



**AUTOMOTIVE BRANDS HAVE
RAISED THEIR GAME:
Great rational/emotional
balance is a now must**

#2

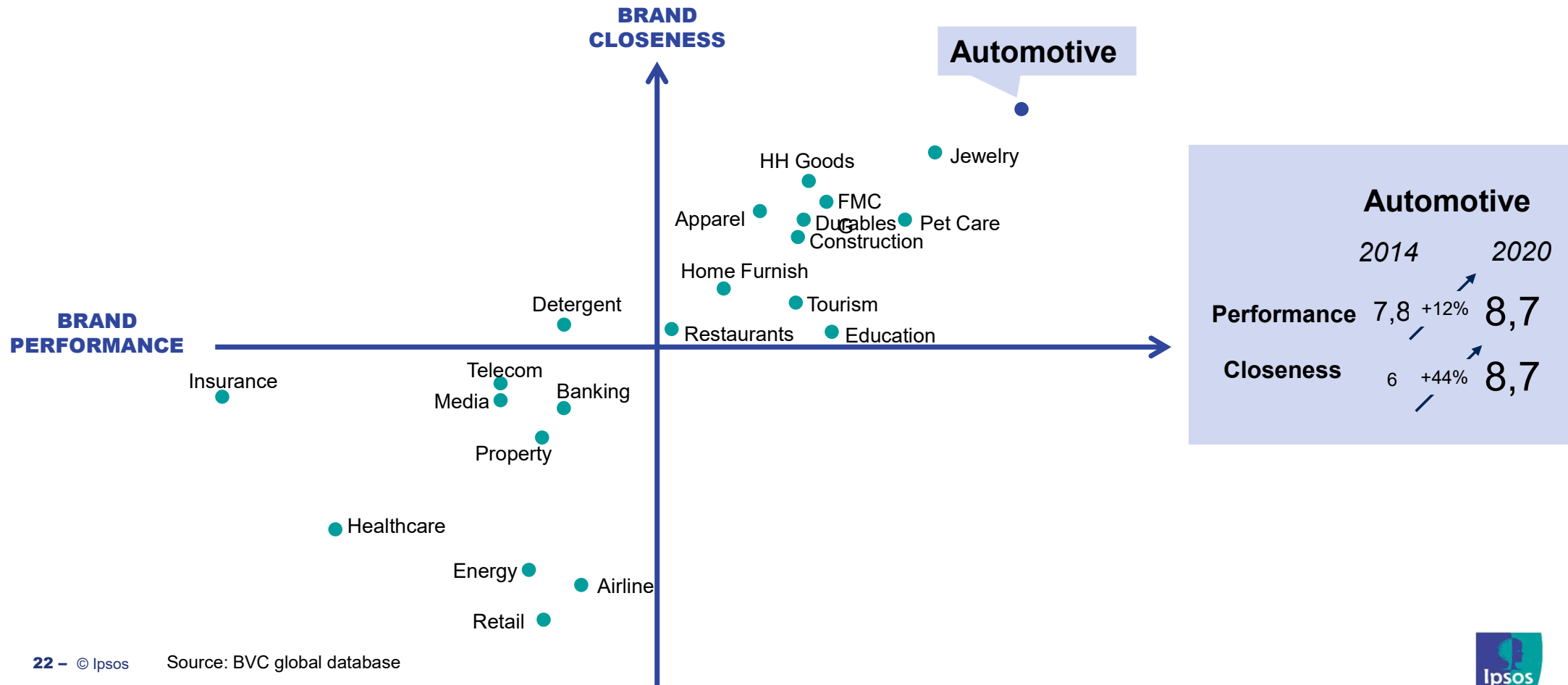
UNDERSTANDING COMPONENTS OF EQUITY WITH BRAND VALUE CREATOR

Award winning brand equity measurement system



BRAND EMOTIONAL/ RATIONAL BALANCE ACROSS CATEGORIES

Automotive is the most « successful » category of all in terms of generating brand equity

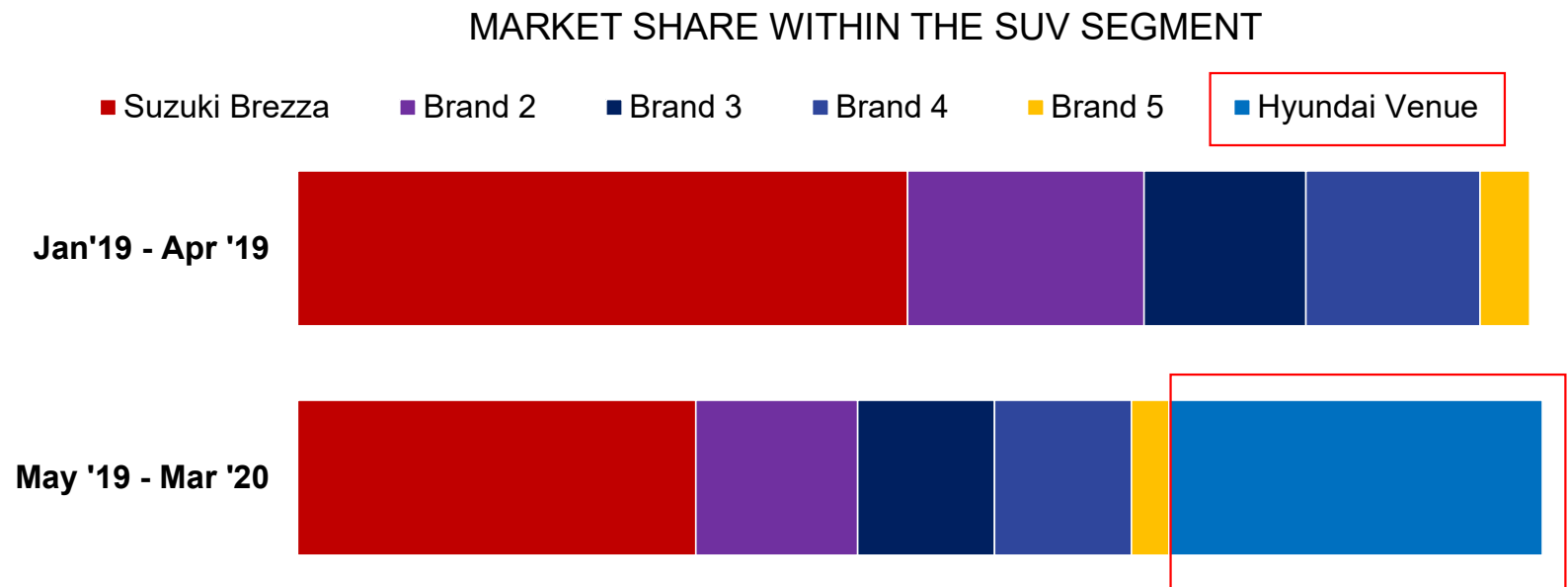


INSTANT SUCCESS FOR HYUNDAI VENUE IN INDIA

A successful launch thanks to a successful activation of mainstream & social media

Hyundai India launched their new SUV (Hyundai Venue) in May 2019.

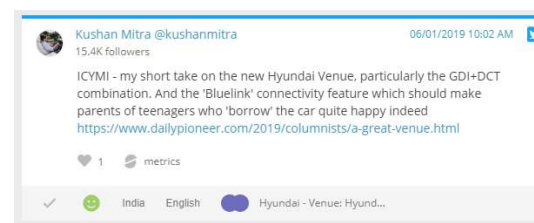
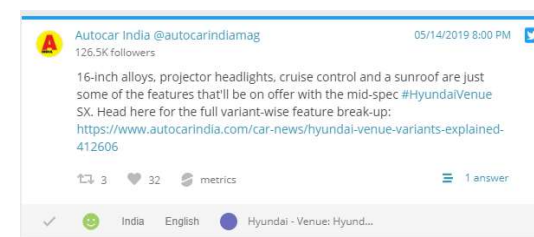
Venue became an instant success, taking a significant amount of market share away from Suzuki Brezza.



VENUE'S MULTIPLE OPTIONS RELATED TO ENGINE & CONNECTIVITY RESONATED WITH THE AUDIENCE, CREATING CLOSENESS

Key positive sentiment attributes of Hyundai Venue

venue hyundai new car brand win
suv link grand register contest
awesome prize registered @ackodrive referral
features engine drive ecosport compact cars
india petrol ford launched looks price diesel segment dct
maruti official brezza space design review nexon tata auto turbo city
offers quality driving quite performance creta rear market



A Real Stunner.

Designed to turn heads, Hyundai VENUE is sure to become your identity. As no one, it is specially made for individuals, meaning to break away from the league and be different. So go ahead, rise above the rest.



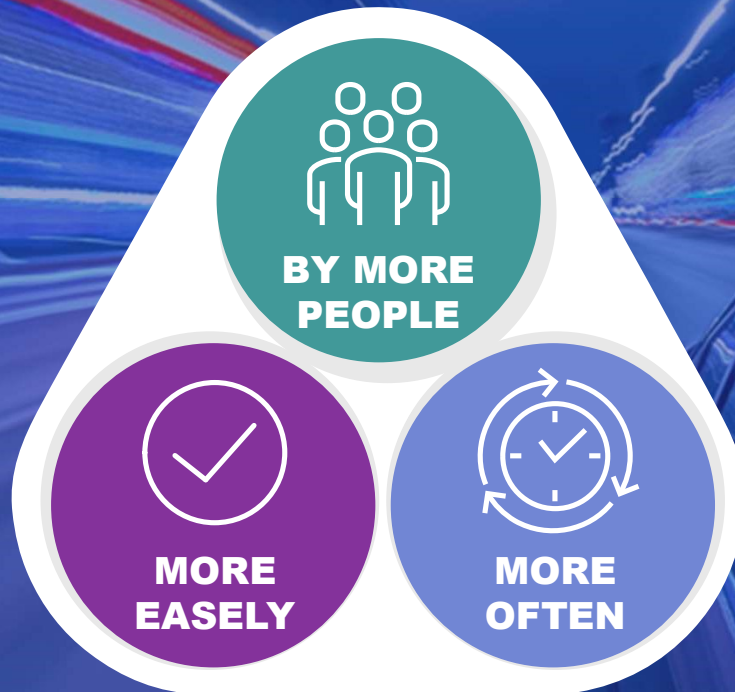
Setting New Benchmarks.

Hyundai VENUE is made to outperform your expectations with a range of engine options that redefine power.



FUNDAMENTALS OF BRAND GROWTH REMAIN TRUE IN AUTO

#3

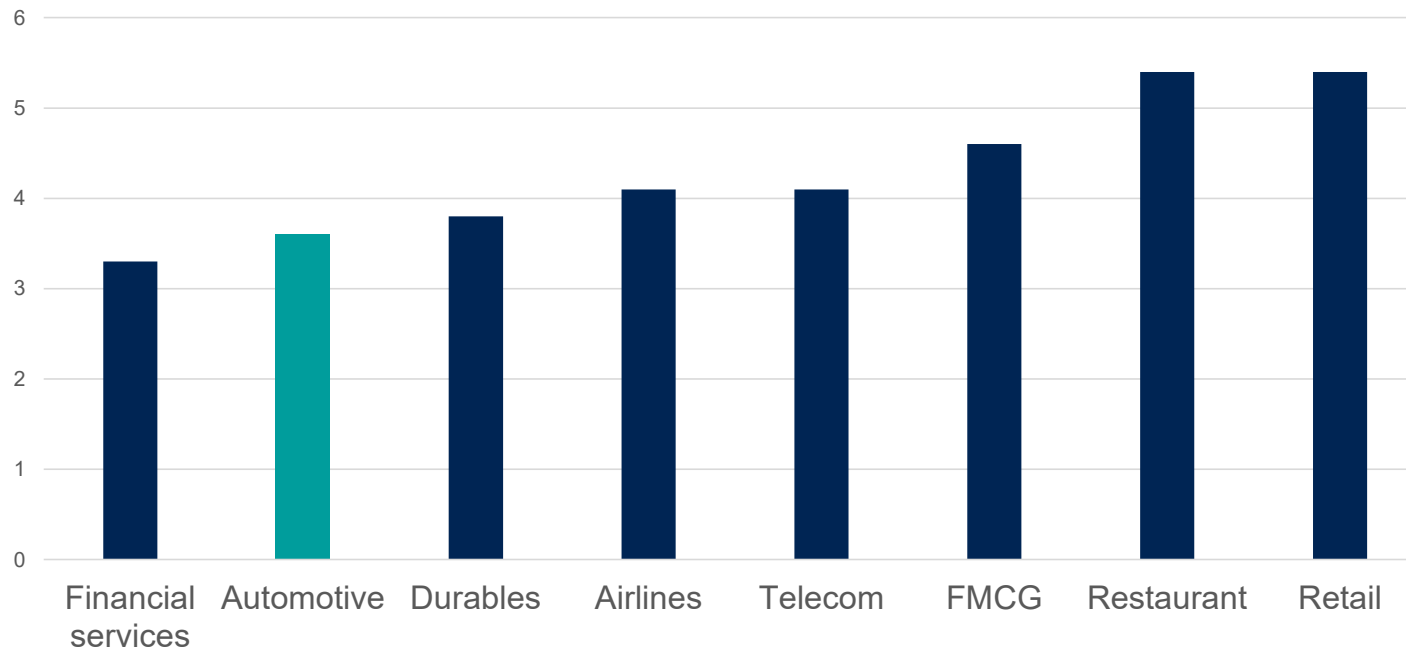


MORE PEOPLE

BREAKING THROUGH THE CONSIDERATION SET IS A REAL CHALLENGE IN AUTOMOTIVE



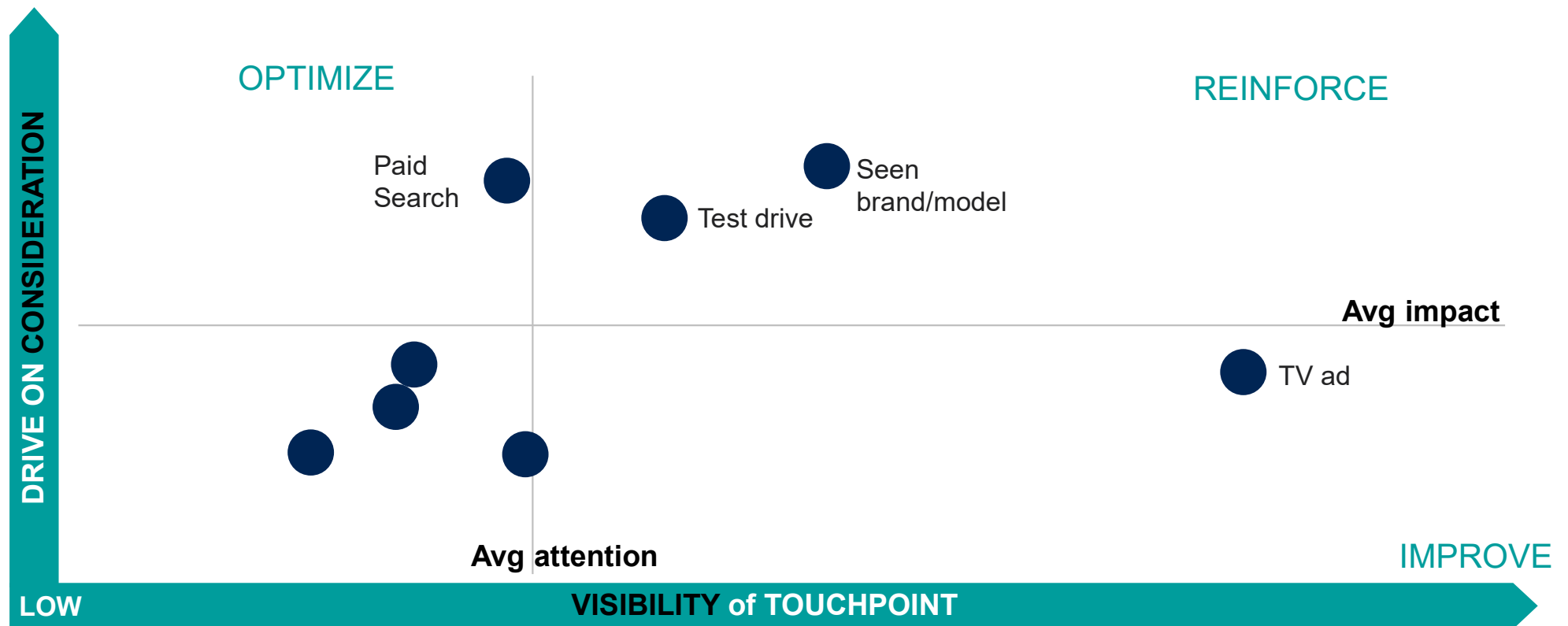
Average number of brands owned or considered for next purchase



ON AVERAGE, IN THE AUTOMOTIVE CATEGORY PEOPLE ARE THINKING ABOUT 3.6 BRANDS

Cost of entry is very high in AUTO:
OPPORTUNITIES & CHALLENGES

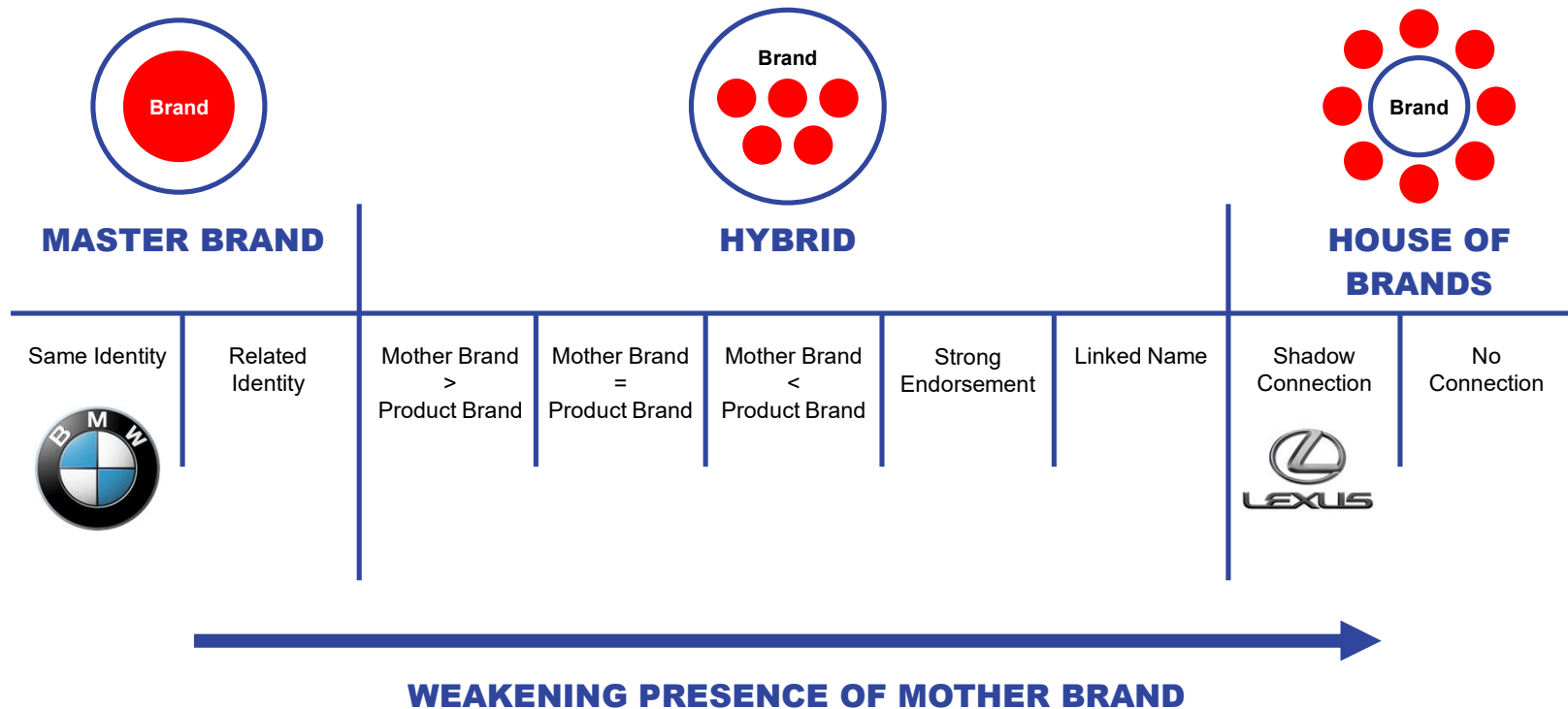
EXPERIENTIAL CHANNELS CAN DRIVE CONSIDERATION IN AUTOMOTIVE, COMPARED TO MAINSTREAM MEDIA



MORE OFTEN MANAGING BRAND ARCHITECTURE IN AUTOMOTIVE



BRAND ARCHITECTURE CONTINUUM



MASTERBRAND APPROCH: SAME VS RELATED IDENTITY



BMW 1 Series
from RM2,128/month



BMW 3 Series Sedan (2019)
from RM4,208/month



BMW 3 Series Sedan
from RM2,818/month



BMW 3 Series Sedan Hybrid
from RM3,578/month



BMW 4 Series Coupé
from RM4,018/month



BMW 5 Series Sedan
from RM4,448/month



BMW 5 Series Sedan Hybrid
from RM4,448/month



VS



SUBARU



BMW X1 (2020)



BMW X1
from RM2,948/month



BMW X2
from RM4,508/month



BMW X3
from RM3,828/month



BMW X4
from RM4,448/month



BMW X5
from RM7,058/month



BMW X5 Hybrid
from RM5,298/month



BMW X7
from RM10,138/month

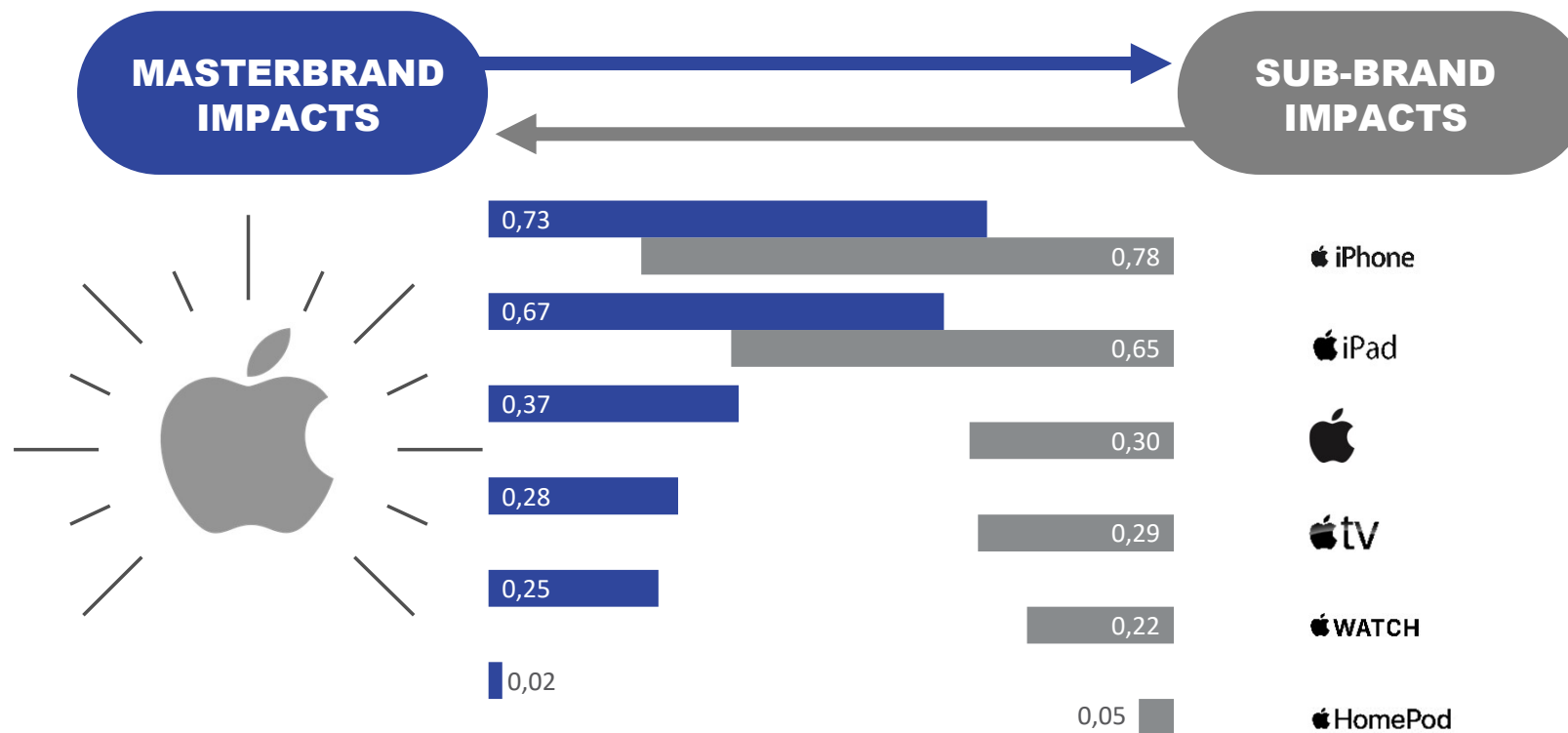
BMW 1, 2, 3 ... Series

BMW X1, X2, X3 ...

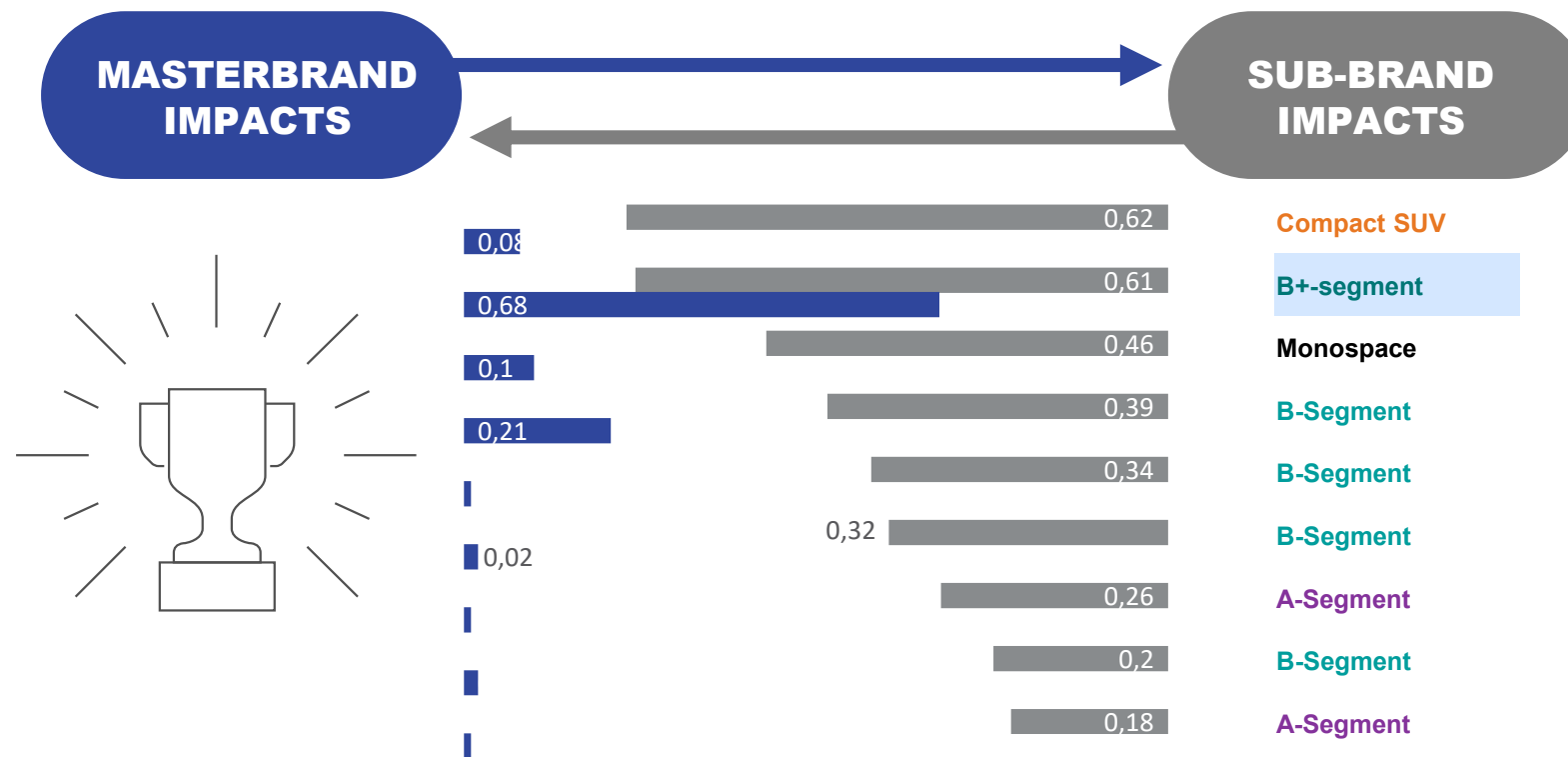


APPLE, A SUCCESSFUL MASTERBRAND STRATEGY THANKS TO RELATED IDENTITY OF SUB-BRANDS

Halo Echo analysis (on brand consideration)



AUTOMOTIVE EXAMPLE WHERE MODELS SUPPORT THE MASTERBRAND, WITH VERY LITTLE HALO DUE TO HETEROGENOUS BRAND IDENTITY & LACK OF UNIFIED POSITIONING



ICONIC BRANDS ARE LIKE GREAT MINDS THINKING ALIKE

Brand Closeness
(amongst luxury buyers)



112

GUCCI

102



98

Immediately
recognizable
**VISUAL
IDENTITY**

Carry deeper
**SYMBOLIC
MEANING**

Contribute to
consumer's
**SELF
EXPRESSION**

Embedded
in (pop)
CULTURE

KEY TAKEAWAYS

1

C-19 is changing consumer's priorities in a new Loba paradigm

Activation of brands and strategy must be adapted accordingly

2

Automotive being a « high involvement » category -cf. tech, it generates a relative high equity.

Brands should leverage experiential channels & social media

3

Automotive brands grow by attracting more people, more easily & more often

Brands should stimulate consumer demand by playing a smart Masterbrand & model strategy

4

Automotive brands have the potential to build an iconic status

Marketers should adopt native codes of luxury, & technology to compete beyond automotive

INTERVIEW

WITH ALAIN KLAPISZ
VP CUSTOMER & MARKET
INTELLIGENCE



GROUPE RENAULT

GAME CHANGERS



QUESTIONS & ANSWERS

GAME CHANGERS



THANK YOU.



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