

Brand Signals Case Study 2: UNDERSTAND PRODUCT LAUNCH

Client Question

How is my new product launch being perceived in-the-moment?

A NEW ENTRANT

Hyundai India launched their new SUV (Hyundai Venue) in May 2019. The SUV became an instant success, taking a significant amount of market share away from competitors. In terms of KPIs however, Venue remains a close second to the Suzuki Brezza (the market leader), although these KPIs are on an upward trend.

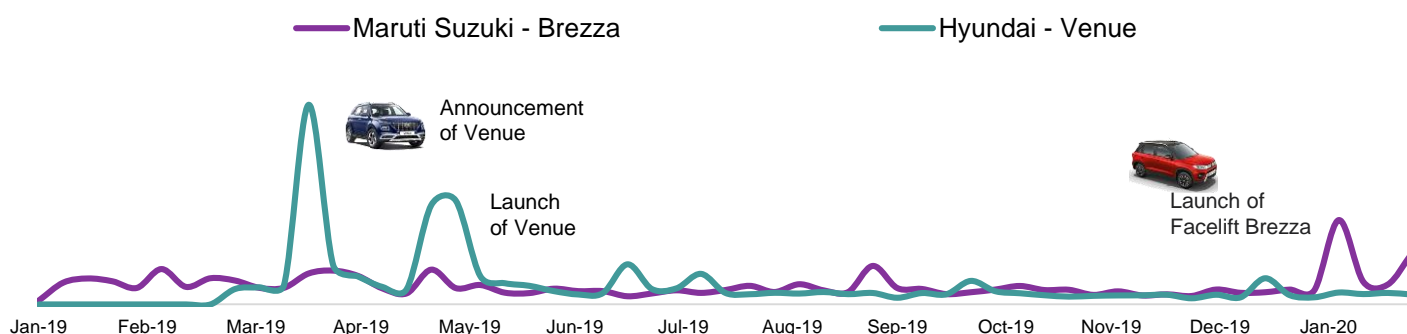
The success of Hyundai Venue can also be seen on social media. Gaining significantly more social media buzz during the launch compared to the Suzuki Brezza model update.

KPIs by SUV Model

	Hyundai Venue	Suzuki Brezza
Consideration	▲	▼
Preference	▲	▼

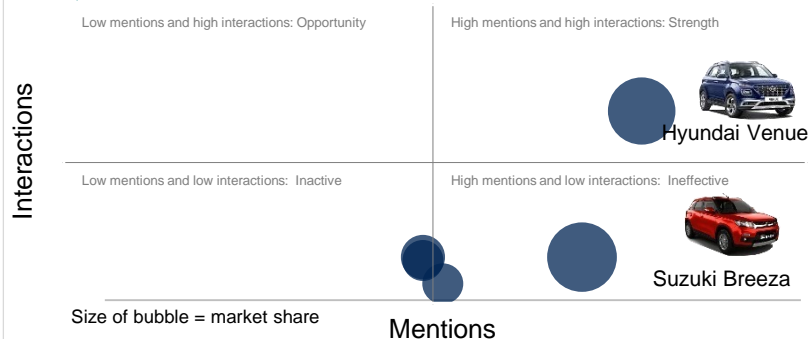
▲ / ▼ Significantly higher/lower than previous wave at 95% confidence.

Volume of mentions during launch / new model updates



Since launch, the Hyundai Venue social media mentions have sustained a higher share of social voice and interactions versus its competitors. Positive mentions are trending higher with Venue's engine availability and features being main points of praise from the audience.

Social share of voice and interactions H2 2019



Key positive sentiment attributes of Hyundai venue (Apr'19 to Mar'20)

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 act
maruti official brezza space design review noxon tata auto
offers quality driving quiet performance creta rsr market

Impact

The feedback Ipsos provided gave Hyundai confidence in the success of the launch as they could see in-the-moment social media conversations (including sentiment) versus a similar competitor event. Analysis by Ipsos also showed how social media mentions differ compared to Suzuki. Hyundai's sustained presence online was confirmed in survey data where the memories of the car model increased brand presence and in turn grew consideration and preference, therefore market share. Due to this analysis, Ipsos was confident that campaign messaging drawing upon the key positive mentions consumers were discussing online; promoting product features and engine range could be efficient strategies to further grow Hyundai Venue market share and differentiate them from competitors.

The Power of Brand Signals

Brand Signals allows brands to understand initial perceptions in-the-moment, without having to wait for survey results. It also offers the possibility to quickly build social media benchmarks confirmed by brand KPIs to use as reference against previous launches and/or competitor launches, which allows brands to plan future activations more effectively.



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TOO :)**