

BRAND POWER MONITOR

semi-annual results, press release

Aspiration-Usage

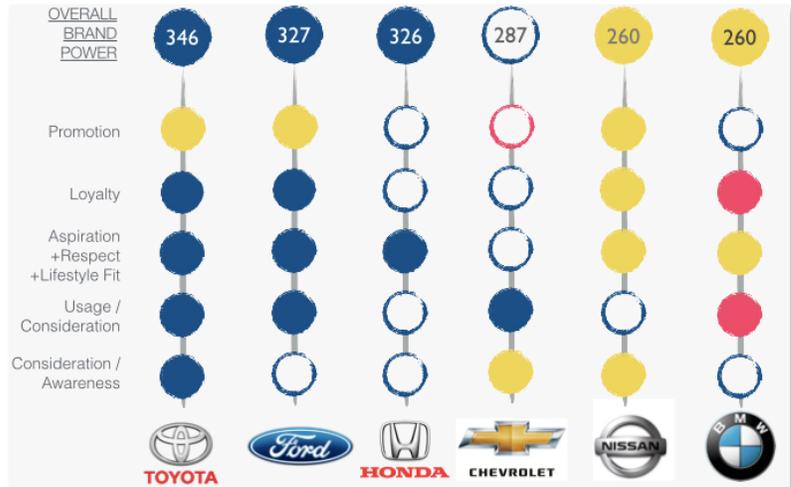
Is truly the strongest side of mass market automotive brands. Brands like BMW with higher prices have different story.

Knowledge-Aspiration

This is an ambiguous part of the brand. Only leaders can show good power of turning people who aware into potential customers who consider.

Promoters

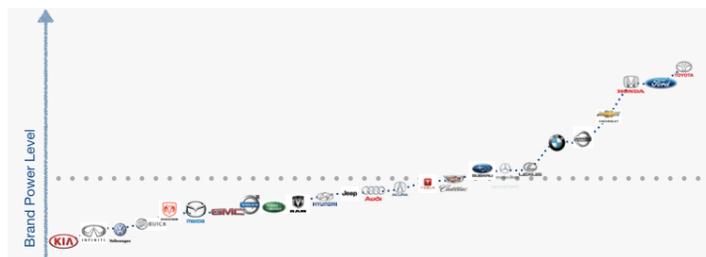
Promotion, reviews, advices are the final point of the brand power. This is the weakness of lots of brands and it should be watched with care.

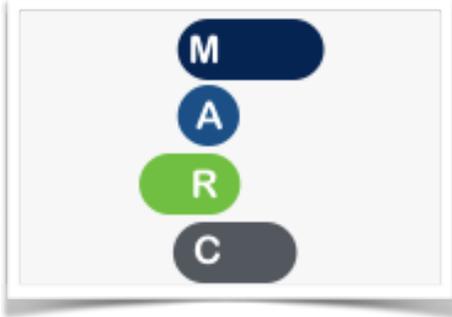


Japan wins US automotive market

Over decades US car brands were leaders of their native market, however situation keeps changing drastically. Toyota is a winning brand and Honda is the brand that should be watched out by its competitors. These two alongside with expected “host” - Ford, can be called the strongest automotive brands, according to new Brand Power Monitor results for the first 6 months.

Chevy is on its way between market leaders and popular (but not yet winners) brands. Depends on its strategy it might have a chance to join leaders or go lower. Weakest points of this brand are power of turning knowledge into aspiration and gain popularity among customers and increase the number of promoters.





About Company

MARC Global is full cycle marketing research agency with offices in US, Canada and Europe.

- Full set of qualitative and quantitative research methods
- Advanced data analysis methods, including Cross-Segmentation Analysis and Conjoint
- Access to various customers groups, including "hard-to-reach" ones

We are especially strong in financial and automotive sectors, as we were mainly focused for these markets at the beginning. But FMCG our next strongest side.

Our methodologies such as PA-NOMA, TTM (Think Tank Method), have deserved a world-wide reputation.

We are one of few companies who really works with Conjoint and knows how to apply it to business tasks. And we mean it.

Deep thoughtful analysis with recommendations, opposite to many general descriptive reports we saw on the market.

About the study

This is the tracking study that has been launched in March 2016, and now it is fully alive with the first result been analyzed.

The study covers Automotive and Financial markets, with the capability to start the monitor of other markets within couple of days.

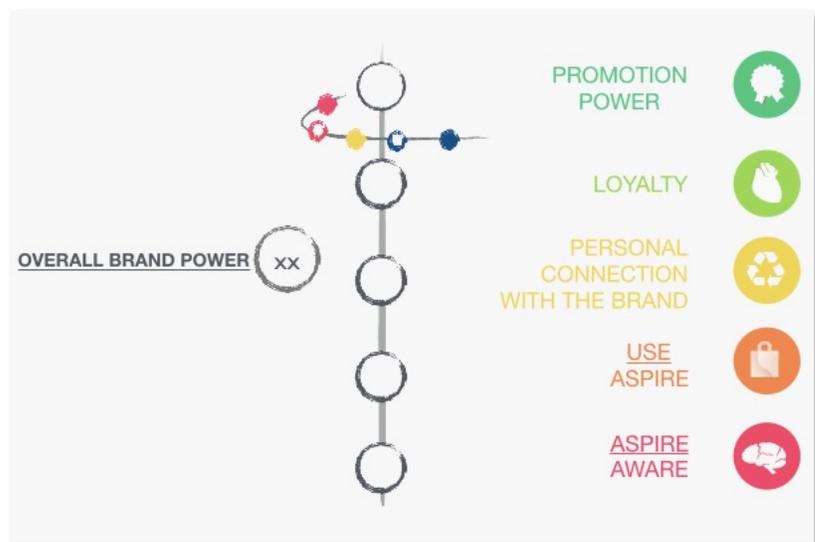
The project is launched in USA, but it is planned that UK, Canada and Russia will start to participate in the nearest future.

1000 bank clients and 1000 of drivers were interviewed online. The sample is national representative of males/females, 18-75, past week users of banking services or past week drivers.

Brand Monitor is based on the measurement of 5 Key Indicators (please, see the picture below).

This is cost and time efficient way to receive expert level results with executive summary and recommendations about the Brand leverage, potentials and weaknesses.

Different levels of subscription are available.



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