



radius
AUTO

HOW AUTO BRANDS
LEVERAGE CUSTOMER
INSIGHTS TO

**STAY AHEAD OF
THE CURVE.**

A customer-centric approach brings critical insights that **drive growth in a shifting market.**



The industry is undergoing dramatic shifts in all sectors.

A new generation is demanding novel features as well as a lot of customization in the autos they purchase.

Buyers in global regions are altering their tastes in everything from brands to the type of fuel that they're using.

Even the shelves in auto parts stores are seeing facelifts and updates to cater to consumer desires.

To meet the challenges, stay close to customers.

One thing remains constant in a shifting market: pressure to maintain or increase ROI.

To drive business to your brand, you must stay close to customers to learn what their pain points are so you can fulfill demand and foster growth. Brands that leverage customer insights to build excitement and exceed customer expectations have an opportunity to win new business and reinforce their loyal base.

Research is key to learning how you can meet consumers at the right point in their journey.

Meeting customers where they are.

Customer centricity is key to identifying gaps and opportunities, and the way to truly understand what customers want is through advanced research. A Mixed Methodology approach that combines sophisticated data science and cutting-edge immersive techniques brings insights to complex problems, lighting the road ahead for the new products or services.



Brand teams must reimagine business models, refine customer strategies, develop bold innovations, and use analytics to build a competitive business.

Nitin Ladva
Director EMEA



4 case studies on **uncovering opportunities** through customer centricity.

Talking and interacting with customers leads to opportunities that help brands remain relevant, competitive, and top of mind with consumers. These case studies examine how different techniques helped brands in the auto sector stay competitive.

1

Mixed Methodology customer input helps to reshape a car care product line.

2

A brand discovers how allowing customers to “build” their car can create excitement.

3

Creating a Dynamic Car Clinic test drive experience breaks barriers for diesel-powered cars in EMEA.

4

An integrated approach leads to innovation to reach a highly-profitable specialty tire segment.



1 Mixed Methodology customer input helps to reshape a car care product line.



THE CUSTOMER ISSUE

A global manufacturer of car care products purchased a portfolio of brands that needed to be folded into their current lineup, requiring a global strategy to guide internal brand decisions and strategic communications to their retail partners. Their team needed to understand how to align marketing, sales, and retailer strategies to meet the requirements of the global marketplace.

CUSTOM APPROACH

A group of decision-makers for car care products from the U.S., Mexico, the UK, and Australia participated in qualitative focus groups followed by an online quantitative survey to:

- Establish foundational category insights. Define user needs, motivations, and attitudes.
- Learn how shoppers make purchase decisions.
- Identify the key touch points that drive growth.
- Develop a roadmap for a global portfolio strategy.

GROWTH OUTCOME

Findings provided new opportunities to drive growth by developing communication strategies to promote the use of vehicle-specific products across a range of car activities. For example, the importance of “scent,” and the need for more product information on the retail shelf.

The client was able to create an updated internal shopper strategy that integrated critical target shopper purchase styles to discover consumer needs and address functional and emotional drivers that led to purchase.

This enhanced strategic conversations between client and retailer partners and helped them rethink retail aisles to better meet shoppers’ needs. The brand team also updated packaging design. Ultimately, research helped the client build brand loyalty and drive competitive differentiation.

2

A brand discovers how allowing customers to “build” their car can create excitement.



THE DESIGN ISSUE

A major auto brand needed to understand how to configure the lineup across its sub-brand. In the past, different models had been determined by the company, but they were considering a new approach—giving the consumer the ability to configure their own vehicle.

The team needed to understand the range of options available for this approach, and if the customer build would be a viable growth opportunity.

CUSTOM APPROACH

An adaptive choice conjoint model was selected as the most appropriate means to understand how consumers assess features and decide what is important for their vehicle.

An optimal product line was designed based on feedback that garnered the highest appeal, zeroing in on which features customers most desired and would be willing to pay for. This optimal model was then tested against in-market competitors to understand how well it would compete with other manufacturers in a similar buyer segment.

GROWTH OUTCOME

The client was able to decide how the new configuration builder would perform in market, ensuring that it was financially viable to support the range.

Buyer teams within the auto brand were able to understand the primary set of configurable options for customers, ensuring that their individual ROI was as optimal as possible.

With pricing as a core component in decision-making for customers, the brand team was able to predict and monitor success by measuring the impact upon the lineup as well as the overall impact on likely sales volumes.

3

Creating a Dynamic Car Clinic test drive experience breaks barriers for diesel-powered cars in EMEA.



THE MARKETING ISSUE

A leading auto manufacturer wanted to overcome negative perceptions around diesel fuel engines to launch their first range of diesel models in the Middle East. They sought to bring affluent Middle Eastern men who were loyal to petrol into the brand by evaluating attitudes and perceptions around the brand and diesel models.

CUSTOM APPROACH

A Dynamic Car Clinic was created, giving respondents an opportunity to test drive the new range of vehicles.

The clinic was designed to:

- Understand changing perceptions towards diesel engines.
- Get specific feedback on various car models.
- Discover any problems associated with diesel engines.
- Gain insight on future consideration of diesel cars.
- Identify key hurdles for not considering diesel engines.

GROWTH OUTCOME

Findings provided recommendations on how to improve consideration and overcome barriers for diesel engines across specific audiences. The outcome also helped the brand enhance perceptions about the power and luxury of its line.

The clinic results gave the brand a green light to launch the upgraded coupe, sedan, and SUV variants in the Middle East and Asia soon after.

4

Gauging consumer needs to innovate a specialty tire.



MARKET ISSUE

A global tire manufacturer that does well in the market has historically underperformed in a small yet highly-profitable enthusiast sub-segment.

Notable foundational learning about the product category and features was needed, along with a deeper understanding of the sub-market and customer journey, for the company to fully compete in the space.

CUSTOM APPROACH

An integrated Mixed Methodology approach was designed to generate highly actionable category and product understanding.

An initial qualitative phase leveraged webcam mini-groups to identify unmet category needs and frustrations. They also explored potential technologies and product features.

Next, a quantitative workstream, including a discrete choice exercise, provided a detailed understanding of prioritized product feature requirements and brand perception.

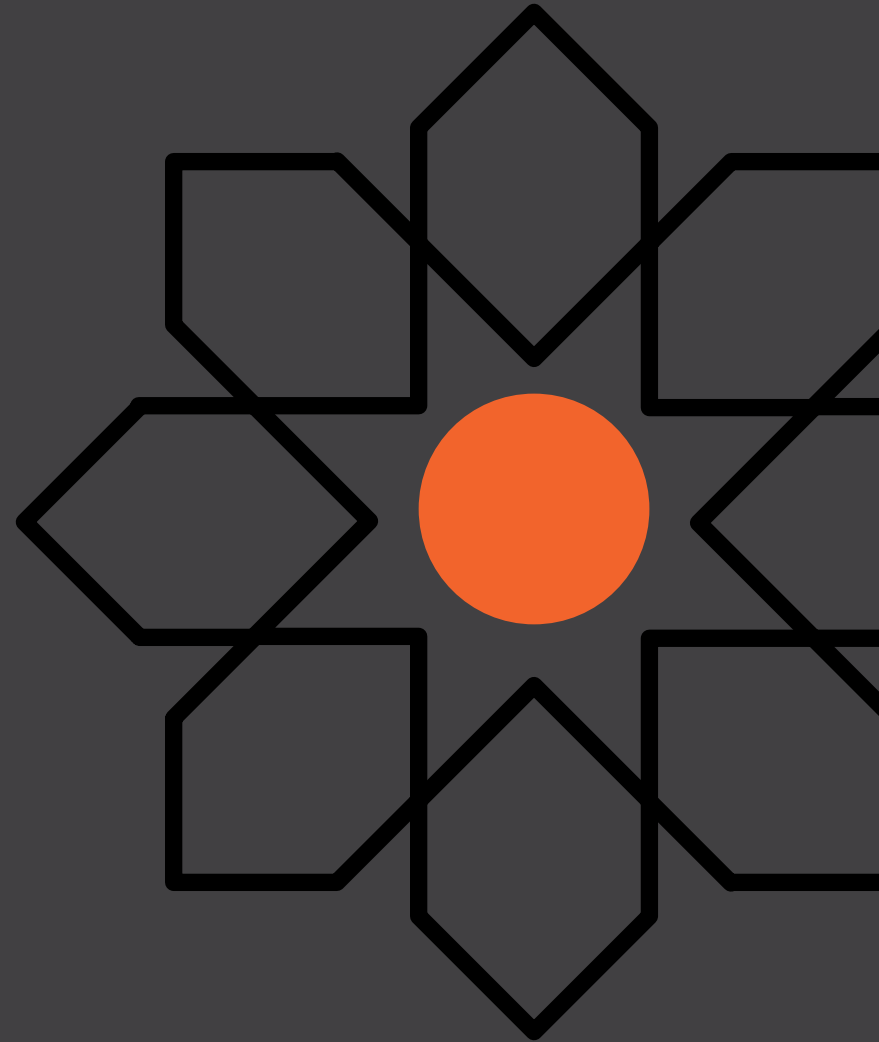
GROWTH OUTCOME

The detailed learning provided the tire manufacturer with a better understanding of the comprehensive sub-segment, including category and brand perception, a detailed assessment of ideal tire characteristics and features, an analysis of shopper path-to-purchase behavior and consumer profile data.

This unified learning program led to insights that enabled the tire manufacturer to fully inform its product innovation roadmap. The study created new opportunities for the manufacturer to position itself for success in this important tire sub-segment.

A clear path to **brand growth.**

Our proprietary Brand Growth Navigator is the framework we use to guide brand teams on business, product, and marketing strategies. We offer holistic research approaches that provide customer insights on the strategic issues most relevant to your brand's lifecycle and growth priorities.



A PATH TO BRAND GROWTH STARTS HERE.

Brands in the automotive category need to address **eight strategic issues** to successfully maintain long-term growth. However, the path each brand takes will differ dramatically based on the critical business issues they need to address.



Commercial, institutional and retail **experience across the automotive landscape.**

Leading automotive brands and services partner with Radius Auto to strengthen relationships with their audiences.

We currently serve over 20 leading automotive brands, and all projects are led by senior team members with deep experience in the field.

We are one of the top custom market research companies that offers both qualitative and quantitative talent for automotive and transport brands.

20+

unique automotive brands in client portfolio.

10+

key markets researched for auto clients.

5

full-time, experienced qualitative moderators.

15+

years of experience for each of our senior leaders.

Brands that depend on the Radius Auto team:



Insights from Radius have helped tremendously in key benchmarking exercises for our business. More specifically, engine oil research helped significantly in launching competitive Ford-branded oil in the Middle East. Also, the team has provided reliable information on our competitive landscape that has proven to be highly accurate based on our in-market experiences. We look forward to capturing more insights from the Radius team as we continue to focus on our growth efforts.

Thomas Silva
IMG FCSD Revenue Manager
Ford Motor Company



Radius has been a long-time partner and has proven invaluable to our organization. The insights that are delivered help us develop strategies for every aspect of our business. We are putting the learnings to good use! Their analytic experts and flexibility help us navigate through all the complexities and natural curve balls and are most appreciated. It is always tough to determine an immediate ROI on research, but the strategies that Radius research delivers have a long-term positive impact on the business.

Prababhakar Sundaram
Global Consumer Insights Manager
Energizer™



Learn more about our services and
meet the Radius Auto team.

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Learn more about our Brand Growth Navigator – the model our clients rely on to point them in the right direction in segmentation, targeting, customer experience, and more.



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