

# Automotive



# Delivering insights that build brands and customer loyalty

People don't buy cars or automotive products every day, but they are exposed to automotive experiences on a daily basis: reading a model review, driving a friend's car, seeing a new ad, passing a car sale yard or experiencing a problem with their own vehicle.

These fleeting experiences add up to many small moments of insight and evaluation that, over time, impact consumers' views of automotive brands and, ultimately, their new car choice or repeat purchase.

At Nielsen Automotive, we call these fleeting experiences Delta Moments, and have invested heavily in developing research solutions that show how they interact, put them into context and interpret their implications for

your brand. These help our automotive clients understand exactly what drives choice in this complex sector, and the key 'tipping points' where they can really create big marketing opportunities.

**While Delta Moments are often fleeting and elusive, in some cases they may be more numerous and accessible than you realise. Finding just one Delta Moment to increase the likelihood of switching a brand can bring major long-term financial benefits for your marque.**

## DeltaQual™

DeltaQual, a proprietary methodology from The Nielsen Company, is a qualitative research tool designed to uncover consumers' decision-making processes and the factors triggering brand choice.

DeltaQual goes beyond why one brand is preferred over another. It explains how consumers arrive at their preference, how entrenched their habits are and how much hope there is for other brands. By using DeltaQual, marketers gain a better feeling for the scale of the task ahead and the degree of difficulty in bringing about change.

DeltaQual leans heavily on techniques drawn from anthropology, neuro-psychology and behavioural science to access hidden drivers of consumer behaviour. It works by defining the total range of opportunities to build brand re-evaluation, creating a 'road map' of decision making, which in turn identifies occasions when habits are most likely to be reconsidered or challenged.



# Your automotive industry specialists

Home to the world's fastest growing automotive markets, the Asia Pacific region is bringing increasing competition and opportunities to the global motor industry. Marketers must address how to drive consumer loyalty by developing vehicles and services that tap into the consumer psyche. In markets where gaining accurate market information is difficult, research plays a key role in providing industry insights.

Nielsen Automotive is now into its second decade of working exclusively with the automotive industry throughout the Asia Pacific region. With the most experienced multi-country automotive research team in Asia Pacific, Nielsen Automotive can help you gain a clear understanding of the world's diverse consumers and markets, to help you make more informed decisions to move your business forward.



## Multi-country expertise

As globalisation gains pace, automotive businesses need research that adheres to a common standard worldwide. With over 100 offices globally, and wholly-owned agencies across Asia Pacific, Nielsen Automotive is equipped with both global experience and local expertise to deliver an integrated approach to gathering high quality data, while adding valuable insights to deliver relevant solutions.



# Tailored techniques

## Automotive Insight Solutions

Nielsen Automotive is committed to providing automotive clients with research that delivers realistic strategic planning, superior performance measures and specific tactical initiatives.

## New Product Development

### Product and Concept testing

- Is my product or design concept 'attractive' at the customer level?

### Market Segmentation

- Which customer segments should I target?

### Pricing Strategy

- What is my optimum pricing strategy?

## Relationship Management

### Customer Satisfaction Monitors

- How engaged are my customers with my vehicles and services?

### Post Launch Quality

- Which vehicle faults create more dissatisfaction with the ownership experience and how effectively are quality issues resolved?

### Loyalty

- How can I increase repeat purchase and recommendation among my customers?

## Managing the Marketing Mix

### Promotion Evaluation

- Are my promotions effective?

### Advertising Evaluation

- Are my ads delivering the right message?

### Advertising Verification

- Did my advertising placements achieve the desired goals?

### Brand Equity Management

- How can I increase the underlying 'health' of my brand or marque?

### Internet Strategy

- Is my online strategy achieving its goals?

## General Research Services

### Multi-Country Research

- How can I understand what is happening across a number of countries?

### Demand Forecasting

- What will be the future demand for cars, my marque and my brands?

### Qualitative Research

- What attitudes and beliefs do people have towards motoring?

Using a combination of proprietary products and fully customised research techniques, Nielsen Automotive can provide you with a real competitive advantage.

### DeltaQual

- car buyer choice dynamics

### Winning Brands

- strategic brand health analytics

### Winning Brands *Foresight*

- purchase triggers & market segmentation

### Car Clinics

- better automotive clinics

### eQ

- tools to build customer loyalty

### concepts@work

- fast, efficient new idea evaluation

### ads@work

- developing superior TV advertising

### PriceltRight

- better pricing estimations

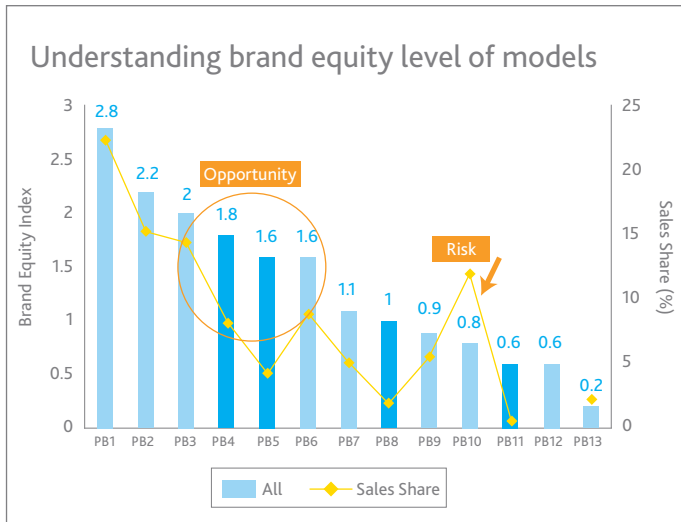
### Analytic Consulting

- sales forecasting expertise

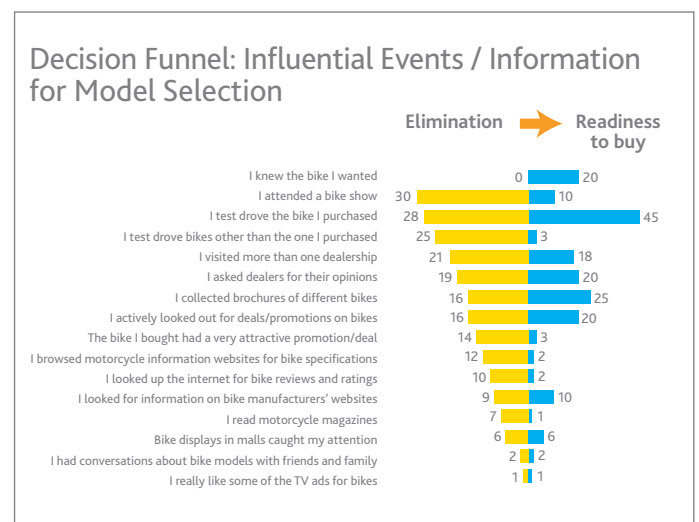
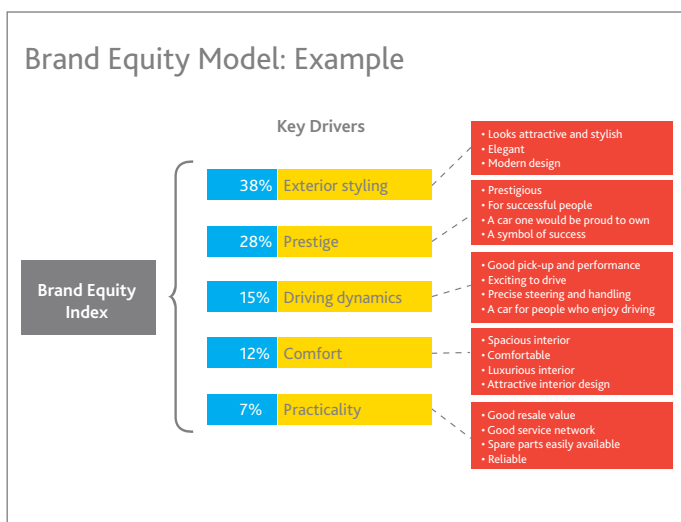
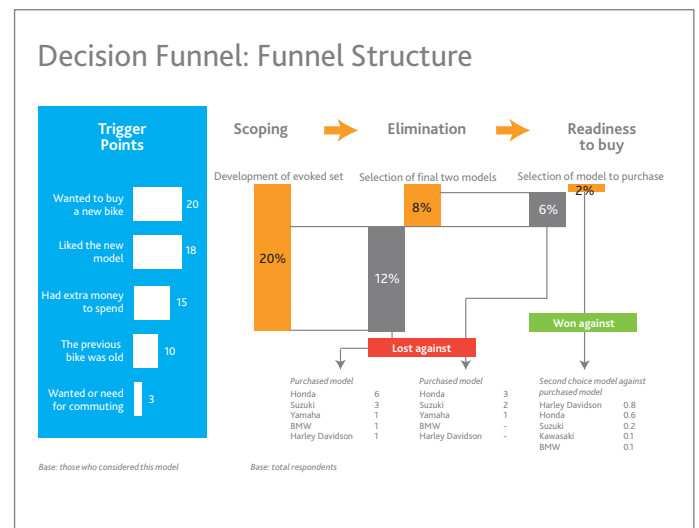
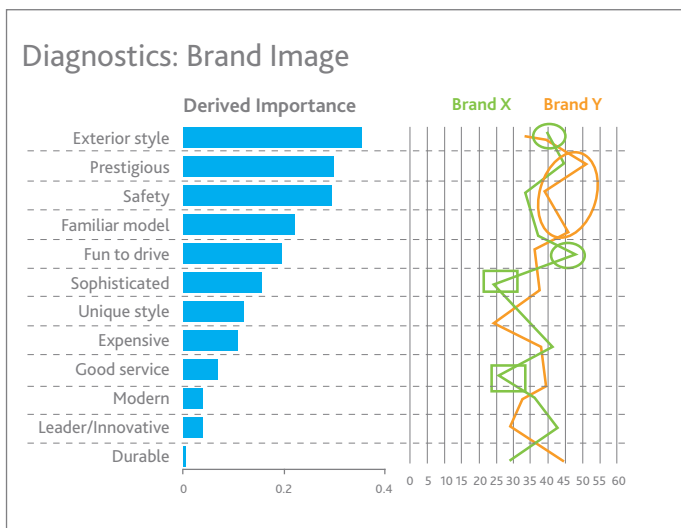
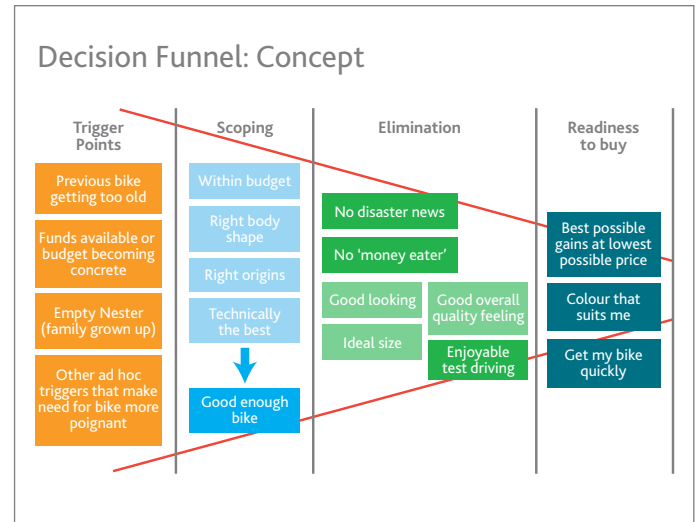
### Statistical Solutions

- proven trend and sales modelling expertise

# Brand/advertising tracking examples



# Understanding purchase behaviour examples



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