



BrandIntel and The Automotive Industry

AUTOMOTIVE

As consumer-generated content about the automotive industry escalates, so do the opportunities for online research and development.

BrandIntel worked with a small automotive company to locate key influencers, build consumer advocacy and correctly position their new SUV in the market.

The automotive company marketers used BrandIntel's actionable recommendations to refine their marketing strategy and messages, which resulted in the vehicle contributing 86% to the division's sales performance, and this particular SUV outsold its nearest competitor by 20%.

Over 80% of consumers go online to research vehicle choices before they make an actual purchase. Consumers visit the manufacturers and dealers websites for information purposes but they make their decisions based on third-party opinions found in online discussion forums, chat rooms and blogs.

Over 30% of consumers consider opinions garnered from consumer-generated content the most influential media for vehicle purchasing decisions, above that of television, print and other advertising mediums.

To adapt to this new medium, automotive leaders now require an unprecedented visibility into their market so they can modify and enhance elements of the marketing mix to capture market share, boost brand equity and manage market reputation.

BrandIntel's automotive clients rely on BrandIntel to provide actionable recommendations based on a variety of business issues including re-designing legacy vehicles, entering a niche market or building excitement for a new product line.

"BrandIntel has proven to be a strategic partner, providing us with valuable market research based upon online consumer discussions that can support the entire product lifecycle,"

Dave Kane, manager e-metrics and interactive strategy, Daimler Chrysler

Next generation online business intelligence

BrandIntel translates consumer-generated content into predictive consumer insight through a combination of proprietary technology, iterative human analysis and proven best practices.

Using a unique methodology, BrandIntel provides visibility into consumer discussions online and delivers market intelligence that extends beyond traditional research by capturing spontaneous, relevant and emotional content. Through this process, BrandIntel clients get actionable recommendations that can be used to capture market share, boost brand equity and manage market reputation.

BrandIntel's collective intelligence clearly reflects the potential impact of consumer-generated content on a company, its reputation and consumer buying decisions. It enables marketers to fine-tune their message and enhance their products to more effectively engage customers on their own terms. It also enables BrandIntel clients to closely monitor and respond to shifting consumer sentiment around corporate, product and service messaging.

BrandIntel clients are Fortune 1000 companies that span a cross-section of industries, including automotive, media and entertainment, financial services and life sciences.



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Consumer-Generated Content

Consumer-generated content (also known as consumer-generated media/CGM or user-generated content/UGC) refers to online posts made by consumers about products, services, companies, etc. These posts are publicly available and can be found in discussion forums, blogs, wikis, etc. Shoppers often use this content to help them make buying decisions. Note: This content can also refer to posts made by influencers such as journalists, subject experts, etc.

Discussion Forums

Discussion forums are websites where consumers publicly post messages. The content within these forums is displayed as threaded discussions for all to view.

Social Networking Services

Social networking services are websites that enables current friends to connect with each other and long lost friends to find each other. The most popular social networking services are Facebook and MySpace.

Social Media

Social media is a participatory online tool where content is made public. It transforms people from content readers to content publishers. It uses the "wisdom of crowds" to connect information in a collaborative manner and can take many different forms including message boards, podcasts, blogs, etc

Predictive insight

The Social Media Index, exclusively offered by BrandIntel, defines and measures consumer-generated content garnered from online discussion forums.

This global measurement standard provides a detailed scorecard and rating system highlighting a products performance against its competitors and shows how consumer-generated content can impact a product during its life cycle.

This collective intelligence, which is used to achieve predictive insight into consumer intent, helps marketers dynamically influence the markets they serve by anticipating customer needs and responding with refined messaging strategies.

Unique methodology

BrandIntel's unique methodology for collecting, processing and analyzing spontaneous online consumer content is backed by proprietary technology, iterative human analysis and proven best practices.

While online research may return millions of data points, only a small percentage is usable and contextually relevant. BrandIntel's standard-setting methodology brings order to unstructured data by first filtering content a minimum of five times: twice through

BrandIntel's proprietary technology and an additional three times by fully trained data taggers.

BrandIntel then applies quantitative analytics and relevance scoring to ensure data and recommendations provided accurately reflect consumer sentiment, with zero margin for error.

BrandIntel easily identifies this relevant data by first validating the audience and then filtering out data that:

- Cannot be authenticated
- Is misinterpreted
- Lacks emotional content
- Is targeted at the wrong demographic
- Is from irrelevant sources

Services and reports

BrandIntel reports enable clients to unlock the predictive value of consumer-generated content to help them make informed business decisions. Customers can choose from a variety of reports to suit their industry needs.

Reports cover any or all of four critical areas:

1. A broad overview of the market
2. Competitive benchmarking
3. A deep diagnostic of a particular business issue
4. Actionable recommendations

**For more information: www.brandintel.com
or call 1.866.721.3725**