



*next* generation  
online business intelligence

Case Study: Off-road automotive community

## Business Issue

A leading automotive OEM set out to create a launch and execution strategy in a new automotive segment — the Small SUV

### **The challenge**

Locate key influencers — off-road enthusiasts — who build advocacy within this group, and position the vehicle as an authentic off-road vehicle

## Business Issue

### **Positioning**

Positioned against established off-road vehicles that appeal to the hard-core off-road enthusiast

### **Consumer**

Males who relate mostly to “rugged” and “aggressive” imagery

## Current state of the industry

- Vehicle design, styling, innovation and versatility are now key factors
- Competition is fierce and differentiation is even more difficult
- Manufacturers now create new vehicle segments designed to appeal to the lifestyle needs of smaller niche markets

## Current state of the industry

### Honda Element

Markets on versatility and freedom from convention, to a west coast beach crowd



## Current state of the industry

### Toyota Scion

Markets on youth  
culture through the  
metropolitan big city  
music scene



## Current state of the industry

### Dodge Caliber

Promotes aggressive performance and technology features to the tech-savvy generation Y



## Current state of the industry

- Each vehicle is radically different in design and style
- They are all marketed to potential buyers in the same way
- Online consumers are now the influencers
- As influencers, they are more important to marketers than ever before
- Consumer online discussions have changed the marketing and sales paradigm

## Current state of the industry

Sales of these vehicles have far outperformed expectations when manufacturers have empowered consumers to take ownership of the brand



# BrandIntel Methodology

## **Goal**

Identify, analyze and reach out to the influencers (i.e., the hardcore off-road community)

## **Objective**

Provide information about these influencers, who are capable of building brand advocacy for the vehicle

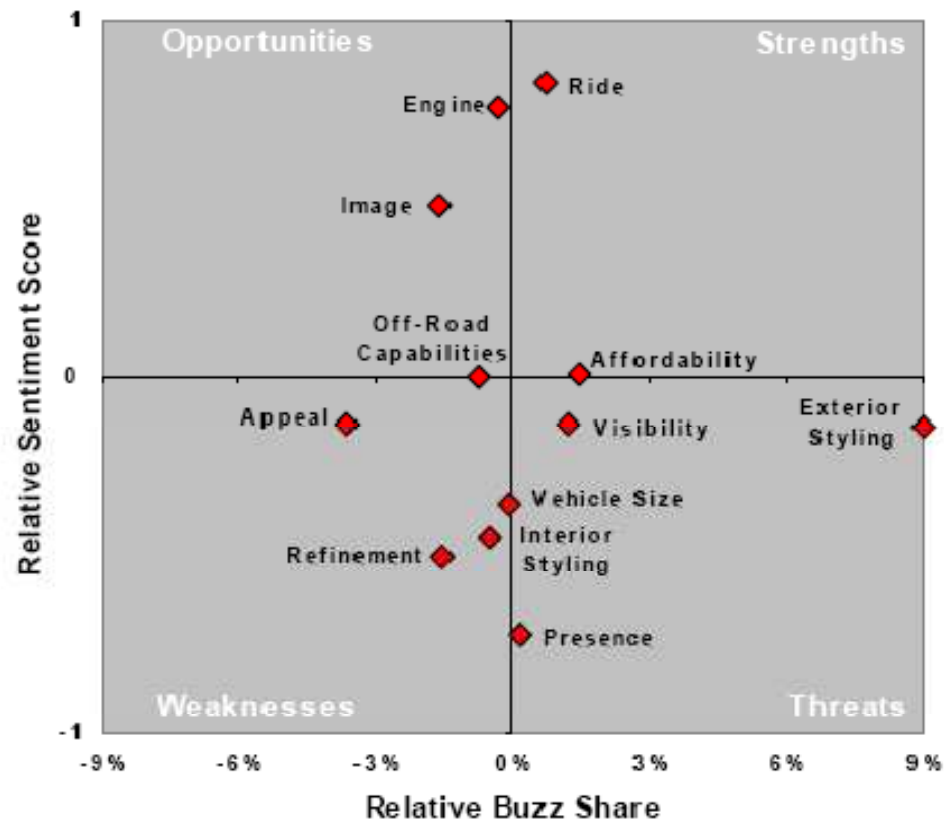
## **Concept**

The seal of approval from the influencers would lead to general acceptance from the off-road community

## BrandIntel Methodology

- Searched more than 100 million pages
- Identified 370 unique websites
- Identified 35,000 consumer mentions
- Identified 10,000 media mentions
- Consumer sites: GM Hummer, Toyota Nation, Jeeps-off-road
- Media sites: Rock Crawler, 4x4Review and Off-road

# SWOT Analysis



## Results of the SWOT analysis

- The OEM needed to refine its marketing messages
- BrandIntel worked with them to identify opportunities for interactive content placement within influential forums
- This included using rich media with visual imagery and messaging designed to address the specific needs of each forum

## Results of the SWOT analysis



Posting of interactive content on these sites spurred an interest in the vehicle and led to a rapid and dramatic increase in positive discussion

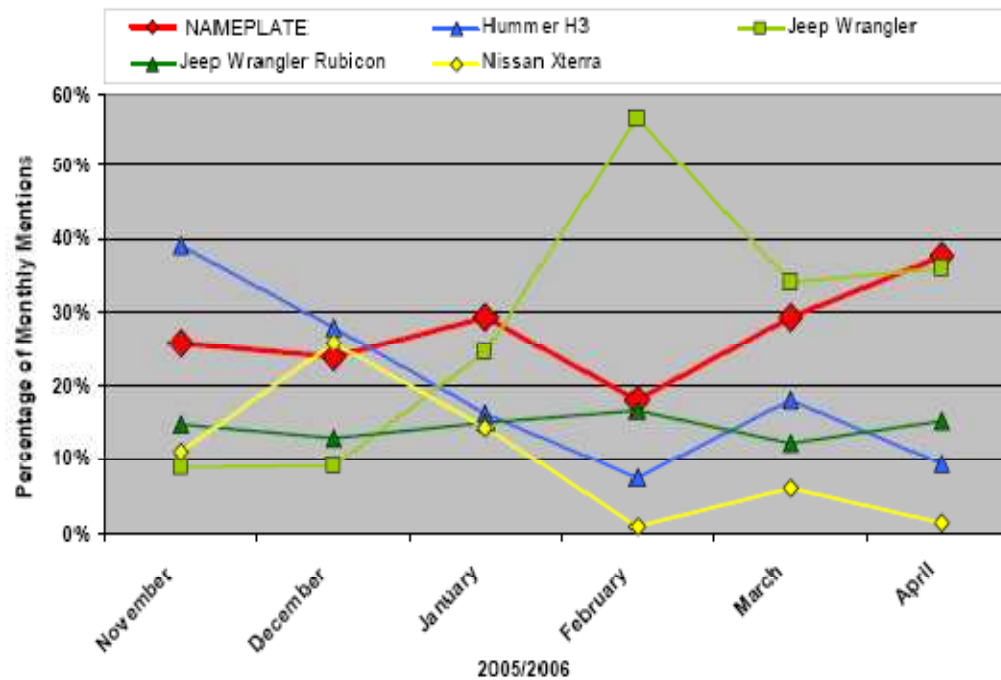
## Results of the SWOT analysis

- The most influential site to the off-road community
- Initially generating negative sentiment about the vehicle
- 63,000 members generated 3.9 million posts linking to other off-road community forums



# Result

Dramatic increase in positive discussion





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