

Mid America Motorworks Brand Equity Assessment and Brand Strategy

Challenge:

Measure the current brand equity of company's corporate and 3 catalog brands and determine a proper market position platform and brand strategy to re-brand the corporate and catalog brands.

Approach:

- Assess and define current customer and non-customer perceptions by way of one-on-one customer interviews and a brand survey inserted within catalog mailings
- Develop a customer segmentation strategy
- Research and summarize industry trends
- Conduct a competitive audit of key competitors to clarify product, price, and service offers
- Perform an operational audit (marketing, sales, communications, events, etc)
- Customer sales behavior trend profiling

Recommendations:

- Reposition all catalogs (VW, Porsche and Corvette) under a single brand - Mid America Motorworks to maximize marketing expenditures and to improve brand awareness in the aftermarket autoparts marketplace
- Establish a clear & consistent brand message
- Develop new and unique lifestyle & automotive products within the Porsche, VW and Corvette offering that can not be duplicated by the competition
- Advertise within "general" automotive pub's to build greater awareness of the brand

