

+++ Audi +++ BMW +++ Jaguar +++ Jeep +++ Land Rover +++ Lexus +++ Mercedes-Benz +++ Porsche +++
Tesla +++ Volvo +++ Audi +++ BMW +++ Jaguar +++ Jeep +++ Land Rover +++ Lexus +++ Mercedes-Benz +

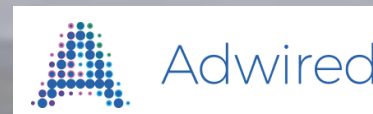
Study Profile

Reputation Analysis Premium Cars 2018

released by:
research tools, Esslingen am Neckar

Mai 2018

powered by:



research tools

Marketingmaßnahmen
erfassen, verstehen, bewerten

Study Profile
Reputation Analysis Premium Cars 2018

Information on study

Key facts:

- Regarding media coverage of the ten analyzed premium car brands Mercedes-Benz and BMW are the most present car brands. They cover more than 40% of media presence.
- The three most popular characteristics relating to premium cars are dynamic, excellent and genuine.
- With regard to brand perception quality is predominantly a strong driver, particularly for Lexus, Jeep, Mercedes-Benz and Porsche.
- There are many risks for reputation and therefore the image of a brand. Tragic incident or unethical behavior are the most common risks for nearly all premium car brands.
- Three premium car brands stick out when it comes to the appearance. Emotion is the strongest value of BMW, Porsche and Land Rover while quality is the strongest value for Lexus, Tesla shows strong value in innovation. Almost all premium car brands achieve a low score on utility.
- The sustainability factor shows how well a brand is prepared for the future. For the ten analyzed premium car brands economic sustainability reaches the highest scores with more than 70%, while social and ecological sustainability show noticeably lower values.

Information on study

Benefits and Scope:

A detailed **analysis** focuses **ten premium car brands**

in terms of **public brand image**

with different **KPIs** like brand health, brand perception, brand promoter score, brand sustainability, reputation risk

all information on **175 PowerPoint-slides**

short-term delivery as **PDF** and **PowerPoint file**

the study is **independent, objective** and **neutral**

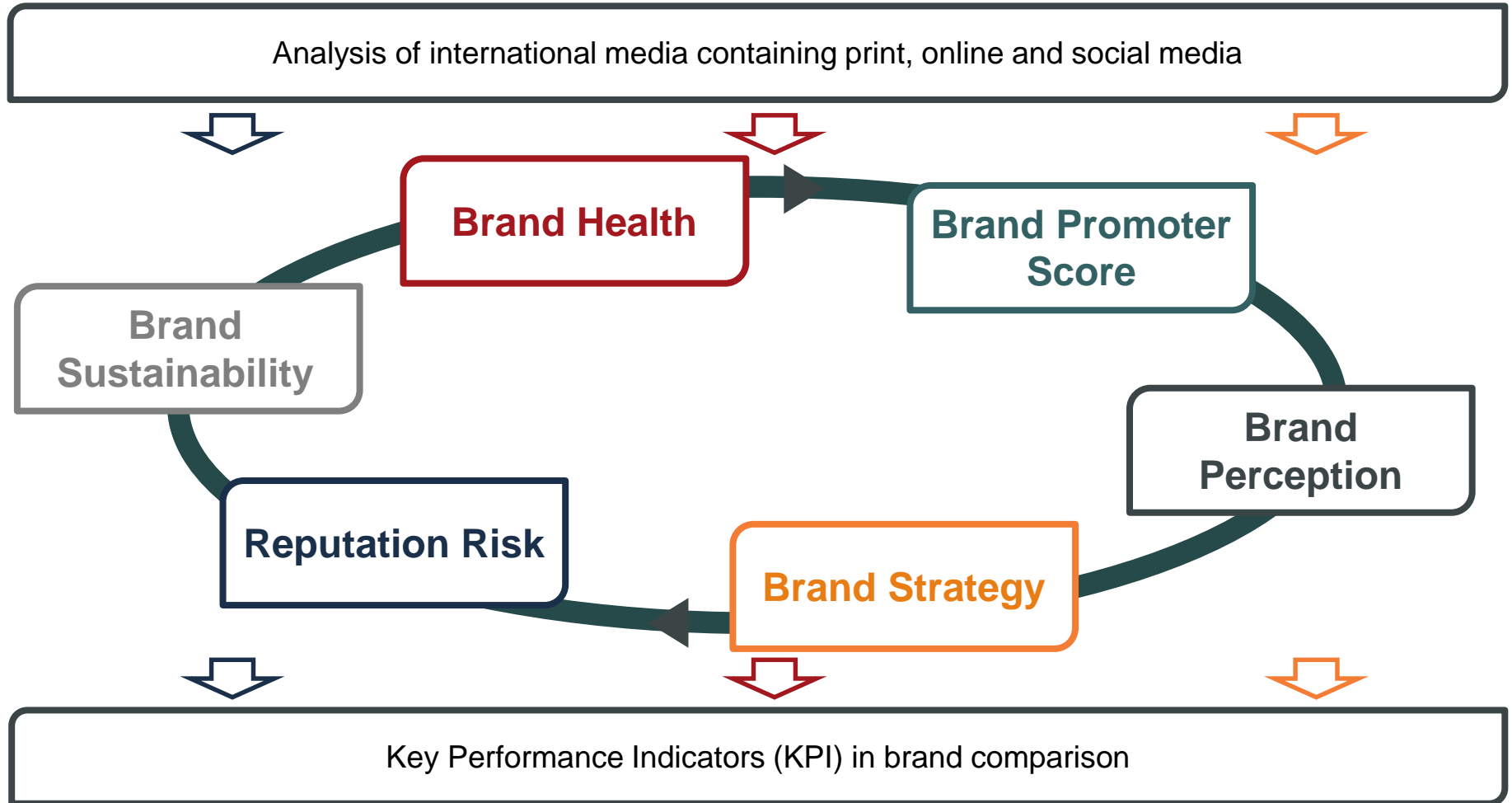
benefits: brand reputation with industry benchmarks

analyzed brands:

- Audi
- BMW
- Jaguar
- Jeep
- Land Rover
- Lexus
- Mercedes-Benz
- Porsche
- Tesla
- Volvo

Information on study

Research Design:



Information on study

Study content:

Data providers / Analysts:



Adwired

Adwired is a team of media and branding experts who develop customized solutions for the reliable monitoring of companies, brands and people. Their systems process large amounts of data from print, online, and social media and provide operationally valuable and highly individual insights for better decisions in communications and brand management.



research tools

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The analysis of Reputation Analysis data from Adwired is done by the market research company **research tools**. Research tools is specialized in the analysis of competitive marketing activities.

The study in figures:

- 52.8 million analyzed mentions for 10 brands
- 3.6 million evaluative statements
- 10 positive and 10 negat. characteristics
- 9 core values per brand
- 10 reputation risks per brand

Research Design:

The results of this study are based on the data provided by **Adwired**. About 15,000 international print, 750,000 online, and 250 million social media in seven languages have been analyzed for the study. Most analysis cover the time from February 2017 to January 2018. The study is independent, objective and neutral. Date of publication: May 2018.

Price of the study: the study contains 175 pages and costs **4.800 EUR** plus VAT.



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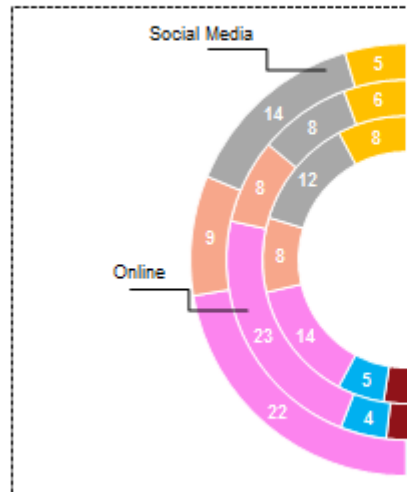


Study extracts (1)

The sample pages contain fictitious data

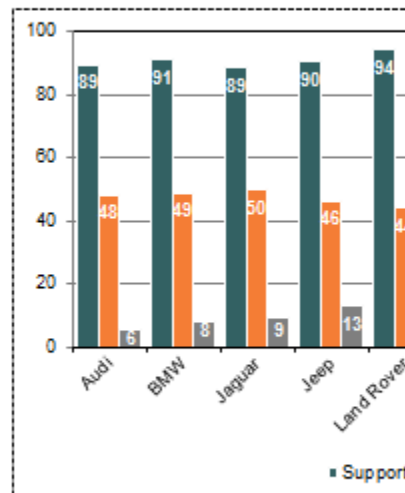
Media Presence

Media Presence (in %)



Brand Health

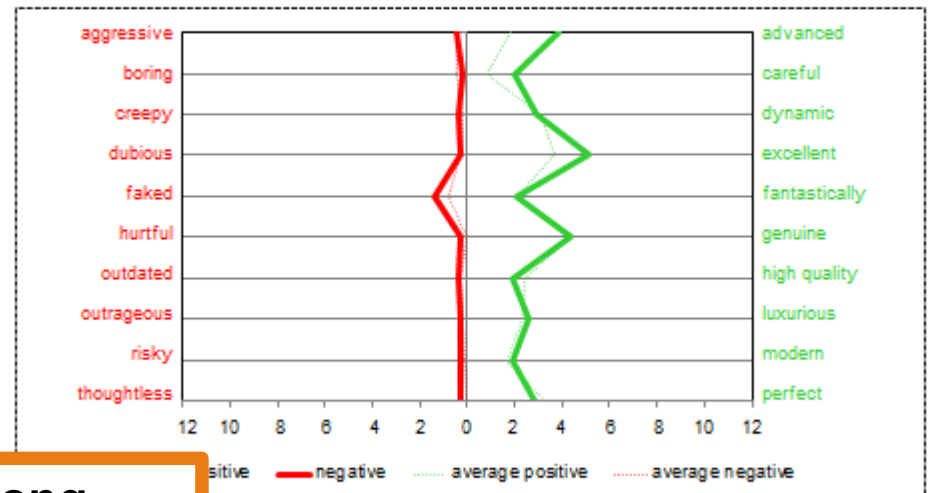
Brand Health (in %)



Which characteristics are attributed to premium cars?

Brand Promoter Score

Brand Promoter Score Top 10 Positive and Negative Characteristics Car Brand A (in %)



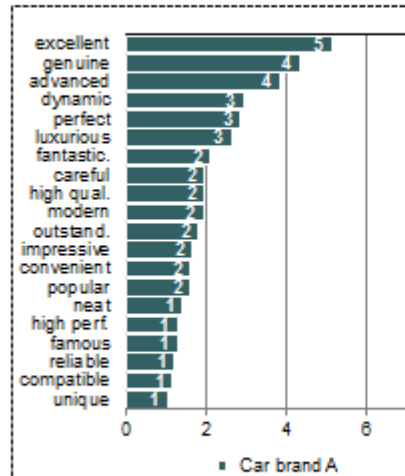
Which premium car brands show strong presence in print, online and social media?

Study extracts (2)

The sample pages contain fictitious data

Brand Promoter Score

Brand Promoter Score Top 20 positive Characteristics (in %)

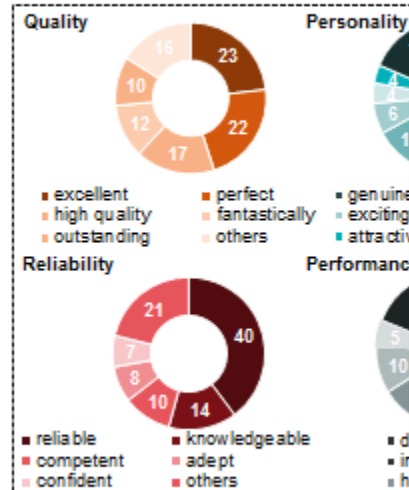


fantastic -fantastically; high qual.-high quality; outstand.-outstanding



Brand Perception

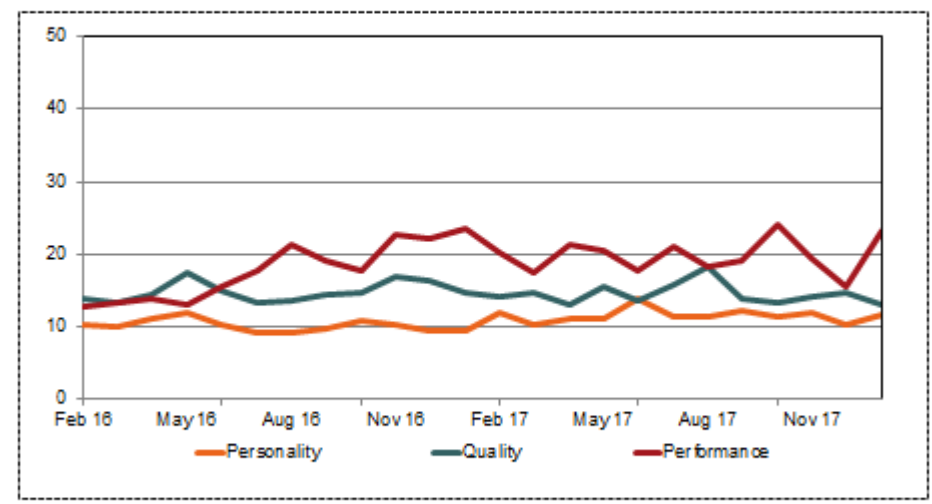
Positive Perception Top 6 Drivers Car Brand B (in %)



How did the top drivers develop within the last two years?

Brand Perception

Positive Perception Top 3 Drivers last two years Car Brand D (in %)



Reputation Analysis Premium Cars 2018

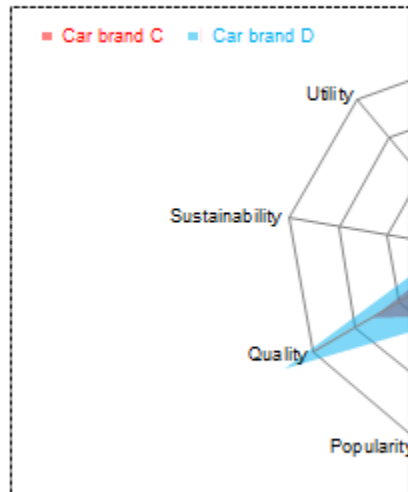
Which positive attributes characterize the company?

Study extracts (3)

The sample pages contain fictitious data

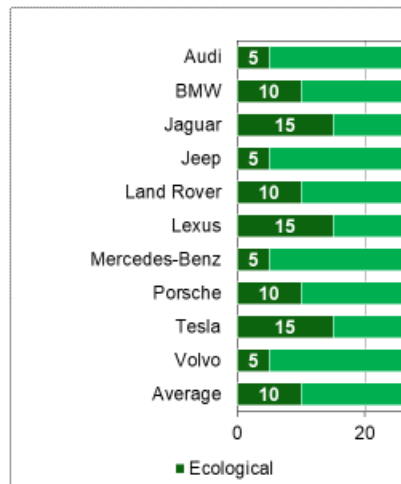
Brand Strategy

Core Values (in %)



Brand Sustainability

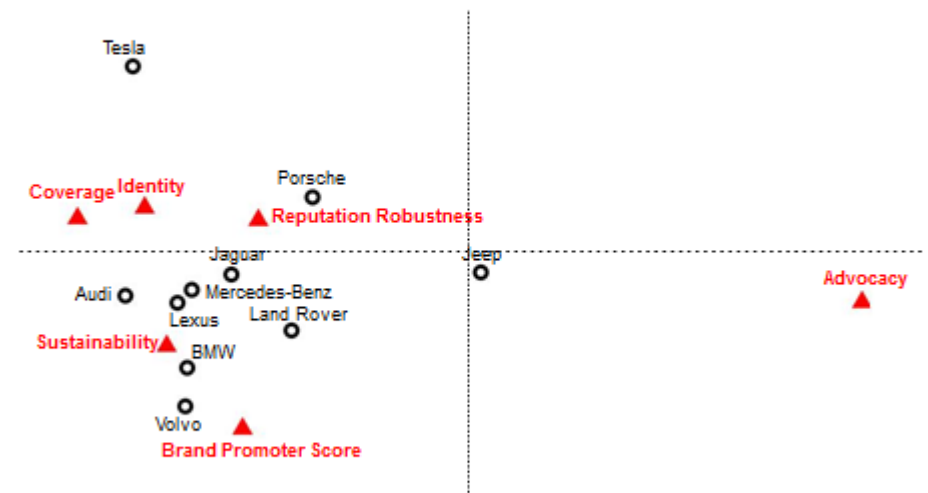
Net Positive Brand Sustainability (in %)



The positive balance is calculated by subtracting the negative from 1

Reputation Positioning

Positioning/Similarities between the brands



What are the core values of the brands?

Order form

We will gladly accept your order via informal e-mail or with a completed order form.

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We hereby order the study **Reputation Analysis Premium Cars 2018**
at the price of **4.800 EUR** plus VAT.

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Latest studies on automotive sector:

- Werbemarktanalyse Kraftstoffe 2018
- Studie eVisibility Reifen 2018
- Werbemarktanalyse Reifen 2017
- Studie Kundenpfade Reifen 2017
- Marketing-Mix-Analyse Ganzjahresreifen PKW 2017
- Studie Reifenmarkt-Zielgruppe Frauen < 45 J. 2017

Since 2005, research tools has been doing research within marketing and competition and positions itself as a marketing studies specialist. Since 2015, more than ten studies have been published on the automotive branch. With the new study series 'Reputation Analysis', research tools completes its marketing analytics spectrum.

