

# DMA insight: Customer Engagement, top auto brands

We asked a panel of customers their thoughts on the automotive brands they prefer, from manufacturers to dealers, from Audi to Volkswagen.

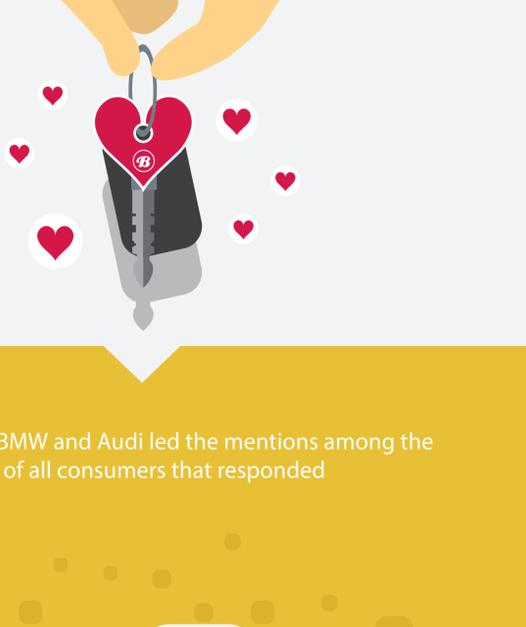
Find out what they said and what you can learn from the top brands they named. How can you refresh your approach to customer engagement in the sector? What could you learn from leading automotive brands to use in your own business?

With new analysis, we show that the top automotive brands fit into one of two groups, engaging customers on the basis of service or value.

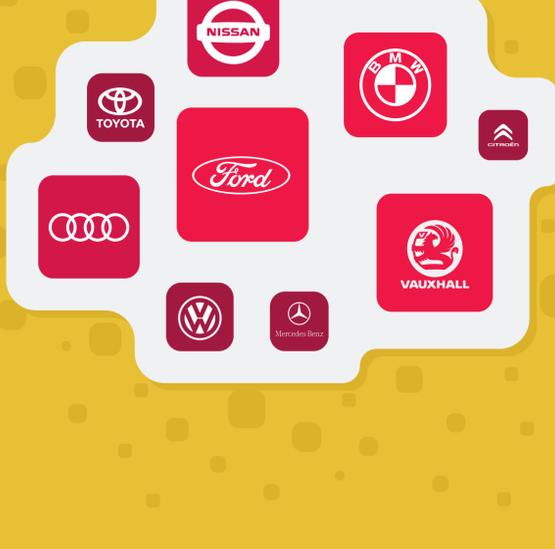
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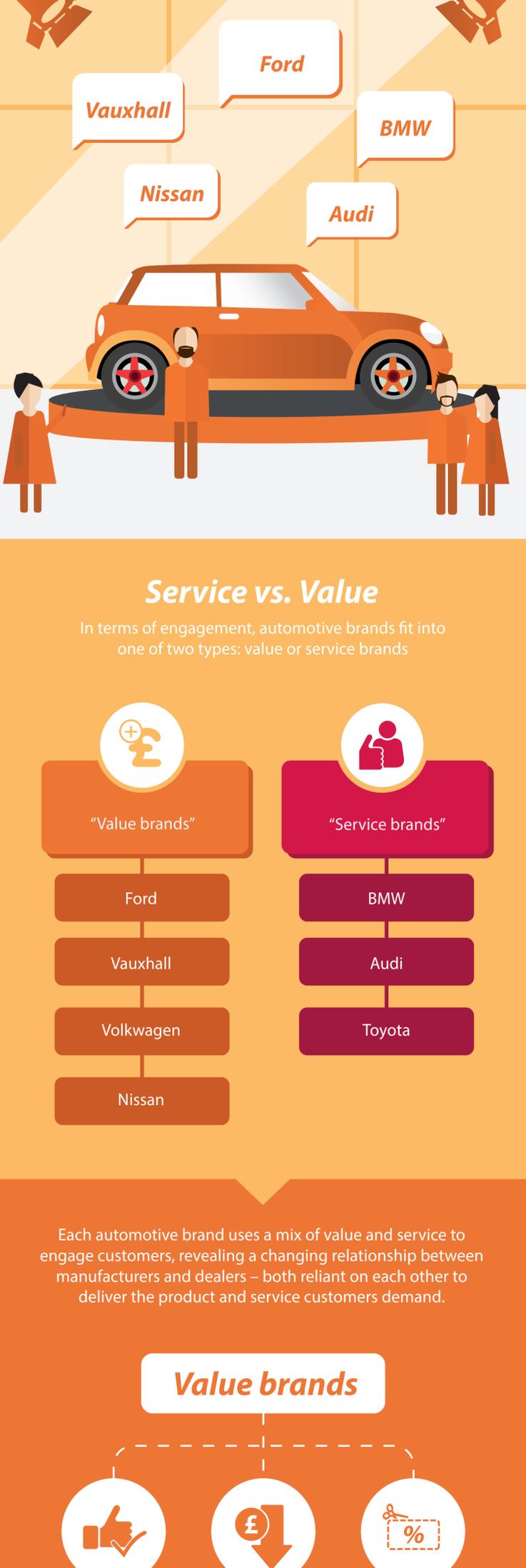
## The most loved automotive brands



Ford, Vauxhall, BMW and Audi led the mentions among the 62% of all consumers that responded

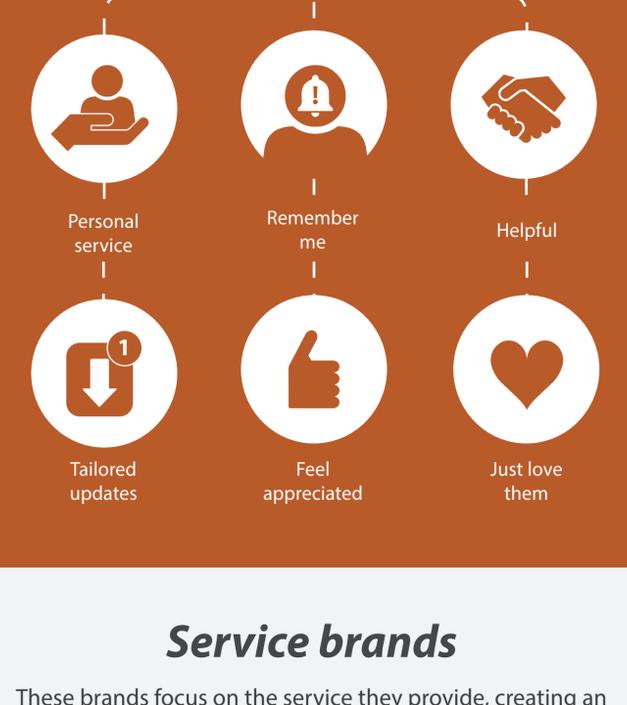


## The top five automotive brands



## Service vs. Value

In terms of engagement, automotive brands fit into one of two types: value or service brands

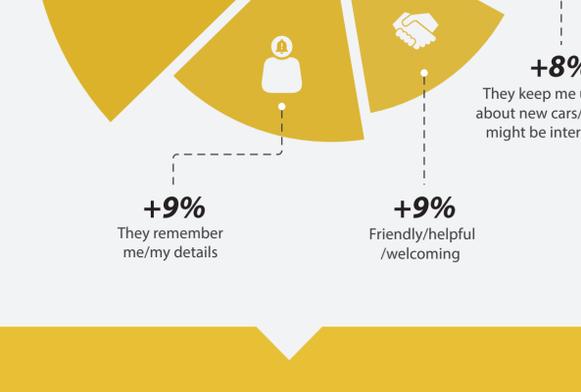


Each automotive brand uses a mix of value and service to engage customers, revealing a changing relationship between manufacturers and dealers – both reliant on each other to deliver the product and service customers demand.

### Value brands



### Service brands



### Service brands

These brands focus on the service they provide, creating an emotional connection with the customer. They offer consumers a service that feels personal, helpful, friendly and appreciated, leading more to go as far as saying they simply love the brand.



### Value brands

These brands focus on delivering value and convenience for the customer. They offer consumers the best deals and the lowest prices, as well as being a little more convenient.



## Conclusion

A car is one of the highest value purchases a consumer is likely to make, so it should come as no surprise that customers want to find a connection with the brand they are buying. Our analysis highlights the importance of brands understanding by what means they want to foster customer loyalty.

There is no silver bullet and there is no reason brands can't traverse by being a value brand to one that focuses on service, in partnership with their dealers. Only then will your brand have the opportunity to grow to be a truly trusted brand customers can be loyal to, or maybe even love.

### About the DMA

The DMA provides guidance and support to help its members put their customers at the heart of their one-to-one communications to give them the rich benefits of a much more relevant, welcomed and effective relationship with each individual customer.

The DMA aspires to facilitate its members' marketing evolution with the opportunities, advice, support, networks and tools to be able to reach the sensitivity and sophistication of marketing to build their future prosperity – along with the success of the industry as a whole.

<https://dma.org.uk/research/customer-engagement-how-to-win-trust-and-loyalty>

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