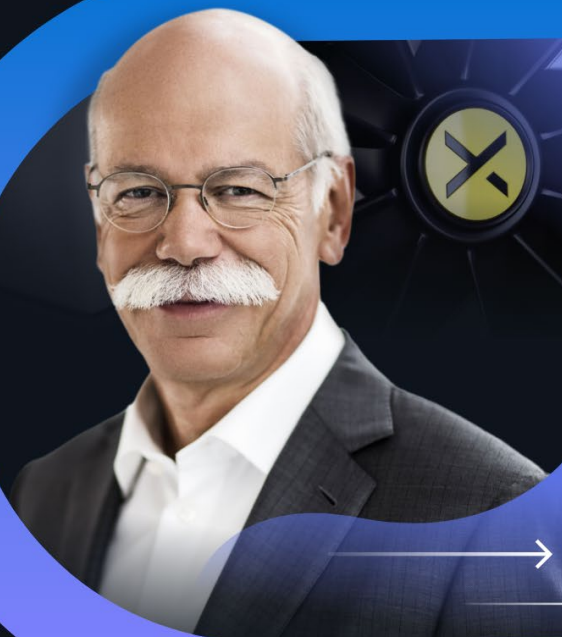




EXECUTIVE SUMMARY

Brand building and personalization in the automotive industry.



Dr. Dieter Zetsche

Advisory Board Member Positions & Former Chairman of the Board of Management of Daimler AG / Head of Mercedes-Benz Cars.

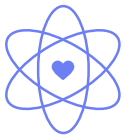
A new era of mobility.

The automotive industry is expected to change as much in the next decade alone as it did in the entire century before. In a world where consumers view brands as signifiers of their own identity and expect their cars to be as personalized as their smartphones, brands need to manage different expectations like never before.

Trends such as sustainability, safety, and comfort are demanding great changes within the industry and customer expectations become more multifaceted every second. Brands are looking to leverage data in order to deepen and diversify their relationships with customers while maintaining their differentiated brand image in the market. Often facing conflicts in the values of their target customer subgroups.

We explore ways to help you navigate this new era in mobility by getting into the mind of Dr. Dieter Zetsche.

Dr. Dieter Zetsche on personalization and automotive brand building.



Establish core values.

"It's more important to be a consistent brand than to try to appeal to everybody."

When it comes to building your brand, you need to stand for something. So, it's crucial to be consistent. Defining your core values, allows you to explore different avenues and be daring while staying true to your core values. In short, always be authentic.



Create a culture of excellence.

"The internal culture will reflect to the outside world."

Changing a company's culture is not a top-down directive. Rather, it requires changes over time across the organization. Making changes, from eliminating dress codes to attending unexpected events such as SXSW, can help change perceptions and foster a culture over time.



Be brave.

"It has to be edgy and has to represent the brand personality, this does not come by committee."

In the automotive space, the car and its styling become a physical representation of the brand. Trying to appeal to everyone will leave you in the middle of the road. By building a brand with a clear, yet dynamic, identity, you will be able to appeal to audiences outside of your core consumer base.



Maintain your discipline.

"To keep customers loyal, you need to be consistent in your branding."

Brand management is about discipline. You have to be absolutely strict about everything because deviation from your core can harm the brand. Consistency across all channels and countries is what allows you to build a strong brand.



Build your brand and fuel your growth through micro-segmentation.

The road to hyper-personalization begins with data, but it doesn't end there.

Using data to create in-depth customer profiles is an essential first step, but you still need to deliver content to these diverse audiences—and at scale.

As the demand for personalization continues to grow, organizations need to adapt. A brand with ten or more audience segments may require up to 3,750,000 assets. To stay ahead, brands to reinvent the Content Supply Chain.

80%*

of customers want personalized content.

10x*

improvement on conversion from basic personalization to One to One.

8x*

improvement in revenue per visitor when moving from basic personalization to One to One.

Shift gears and unleash the potential of micro-segmentation.

When it comes to powering revenue growth, targeting micro-segmented audiences can give your brand the winning edge. Even when targeting diverse groups with seemingly conflicting interests, e.g. performance vs sustainability.

Using machine learning and automation tools, brands can now deliver personalized content based on behavioral and transactional data instantly, and across all touchpoints.

By eliminating the manual tasks associated with asset management and delivery you are able to shift focus and deliver more tailored content to your audience.

Content blocks (DAM)



Performance Lover



Eco-warrior



Outdoor enthusiast



Urban master



Family first

Audience



- Prio 1 – Performance
- Prio 2 – Nature
- Prio 3 – Individualist



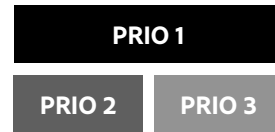
- Prio 1 – Sustainability
- Prio 2 – Efficiency
- Prio 3 – Comfort

Content blocks



Automation

Dynamic content assembly template



Dynamic content assembly template

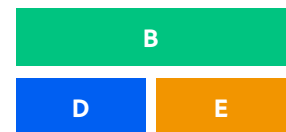


Scale

Offers generated for Henry:



Offers generated for Sarah:



Personalization

Delivery at scale

Gain more valuable insights.

To see how your brand may benefit from creating more personalized content without diluting your brand identity, why not register now to access the full 25-minute video session with Dr. Dieter Zetsche.



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