

# Automotive MAP

## Measure the market, your brand health, marketing & advertising effectiveness.

The key advantage of the Automotive Marketing & Advertising Planner (MAP) is that, through Roy Morgan Single Source, the data can connect demographics, lifestyles, behavior and media consumption to the automotive data. No fusion, no assumptions - just pure facts - seamlessly connected with Asteroid software.

Automotive MAP sets the industry standard. Current subscribers, including vehicle manufacturers and importers, range across the spectrum of well-known brands from around the world. Been independently analysed indicating a close correlation between new vehicle sales and new vehicle buying intentions.

This invaluable data can help you answer the questions that are critical to strengthening your brand, increasing market share and optimising sales and profit.



## Linked to Roy Morgan Values Segments\*.

To help you gain unique insights into your target market, Automotive MAP draws on Roy Morgan Single Source data, including Values Segments\*, to provide the richest demographic and lifestyle profiles available anywhere in the world.

This includes consumer habits and attitudes relating to every conceivable product category, not just automotive.

# “Discover the intimate lives & motivations of car buyers.”

## Accurate answers at your fingertips.

- Who is considering my brand, who is rejecting it?
- Is my brand high-loyalty low-conquest or vice versa?
- Have I got my pricing right or am I discounting unnecessarily?
- Which of my marketing dollars are working harder than others?
- Which media, which sports, are my prime prospects frequenting?
- What else are my customers spending money on, and where?
- How are their attitudes and values different from my competitors'?
- How is my brand perceived compared to my competitor?
- Is my brand an aspirational brand?
- What is my brand equity and how do I strengthen it?

## Discover your edge.

Every other question asked by Roy Morgan is potentially available to Automotive MAP subscribers as the need arises. The questions could encompass finance, insurance, holiday activities, shopping habits, sponsorship and specific media consumption.

It is this breadth and depth of information that can help you discover your competitive edge.

\*In conjunction with Colin Benjamin - The Horizons Network.





“There’s nothing like understanding how your market *feels* about what you’re offering.”



**Subscribe to the Automotive MAP Modules you need.**

There are fifteen Automotive MAP Modules, each linked, *at the respondent level*, to the broad spectrum of data. They are designed to encompass the gamut of strategic and tactical issues likely to face any decision-maker in the Automotive industry, including Marketing Directors, Product & Brand Managers, Dealer Groups, Network Managers, Advertising, P.R. and Media Buying Agencies.

When you subscribe to Automotive MAP and your media agency subscribes to any of our media products, the data is automatically linked to give both parties full access to all subscribed components.

**Key applications include:**

- Intentions to buy new vehicle and other considerations.
- Current vehicle ownership.
- Second and previous vehicle ownership.
- Vehicle purchase behaviour and satisfaction.
- Brand awareness and recall.
- Attitudes to cars.
- General attitudes and activities.
- Vehicle servicing. • Brands rejected.
- Price intentions. • Internet usage - vehicle sites.
- Image perceptions of vehicle manufacturers.



**Asteroid training and workshops.**

Automotive MAP data is delivered via Roy Morgan’s proven Asteroid software on CD ROM.

As an integral part of your subscription, Roy Morgan’s specialist analysts will train your staff and conduct workshops to ensure that you can extract the maximum benefit from the data.

**Custom Modules.**

Our team of automotive research experts has extensive experience in all manner of Qualitative and Quantitative projects. A wide range of recent studies have explored vehicle clinic, focus groups

to assist new product positioning and ongoing advertising effectiveness programs.

New Modules will be made available as new requirements and opportunities are identified. Call and discuss your requirements with a Roy Morgan International specialist today.



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