

EXECUTIVE SUMMARY

When Graymatter was appointed by Vauxhall in October 2010, the challenge laid down was as daunting as it was simple; re-focus and re-energize the brand and return to No 1 in the market place.

The 'Discover' campaign provided Vauxhall Fleet with a strong and vibrant framework to communicate clear propositions using an iconographic language that delivered both immediacy and distinction from the competition.

Within 14 months Vauxhall Fleet were represented in 47% of fleets, an upward shift of 9%, and had increased sales by 8% overtaking Ford and elevating them to No.1 in the market place. Independent research confirmed them as the 'No 1 Manufacturer for Marketing Contact' and the Fleet website attained the accolade of being named No 1 by *Business Car Magazine*, representing a shift upwards of six places from previous measurement.

All the KPIs that were given to the agency have been exceeded and brand recall achieved an all-time high.

This is the story of how strong and imaginative design played a critical role in these impressive achievements.

Word count: 171

1. OUTLINE OF PROJECT BRIEF

Despite a strong product offering and significant heritage, marketing activity at Vauxhall Fleet had been simply reactive with a lack of consistency or a clear focus.

Research had indicated that Vauxhall were perceived as a challenging company to deal with and had a lack of empathy with their target audience.

The task was to change market perceptions, increase customer engagement, build sales, create long term loyalty and deliver greater margins to the bottom line (quite enough to keep us fully occupied!)

2. DESCRIPTION

Vauxhall has been a major force in the UK motor car market for over 80 years. Having survived a challenging year in 2009, and with a large volume of sales going to fleet business and rental sales, dominating this sector would be important.

3. OVERVIEW OF MARKET

The UK fleet market, which includes light commercial vehicles as well as cars, is the largest in Europe. It is worth £11 billion, with around one million vehicles registered each year. Fleet sales dominate the UK motor car market – in April 2012 there were 142,322 vehicle registrations of which 56% were for fleet or business.

By 2010, declining demand from the private sector following the end of scrappage placed even greater emphasis on driving fleet sales with all major car brands turning their attention to fleet.

The market is complex and challenging with sales mainly in large corporate customers, rental companies, leasing companies, Motability, public services and SMEs. Whilst the Fleet Manager is an obvious target audience, Finance Directors and company car drivers are key influencers in the decision making process.

As in other Business to Business markets, the purchase price is a critical criterion but other factors were playing an increasing role (such as legislation, fuel costs, emissions, whole life costs, driver appeal, servicing support and dealer behaviour). The fleet sector was a market in flux with increasing pressure on the Fleet Manager to deliver the best deal.

4. PROJECT LAUNCH DATE

January / February 2011

5. SIZE OF DESIGN BUDGET

Confidential

6. OUTLINE OF DESIGN SOLUTION

In delivering a design solution for Vauxhall, our work began with the creation of a strong and incisive strategic approach. This approach encompassed:

- A profound understanding of the market and its dynamics.
- A rigorous examination of the Vauxhall offer.
- An understanding of fleet managers' needs and the various customer journeys and key touch points.
- Developing clear propositions to differentiate the brand.
- Looking beyond incremental sales to build long term customer relationships.
- Creating opportunities for enhanced engagement with fleet managers.

From this in-depth understanding, we created the 'Discover' campaign with its visually strong and distinctive iconography – this iconography was at the heart of all marketing support within the campaign. The 'Discover' concept challenged the market to engage with Vauxhall Fleet and see what they now had to offer.

Graymatter had quickly established that Vauxhall had some very powerful sales messages that they had been struggling to communicate. The agency needed to create a strong and immediate graphic device that helped the target audience identify the key elements of the fleet offering. Icons were created for each of the key fleet benefits and, in order to make those icons even more engaging and meaningful, each icon was in turn made up from other icons – this gave us an immediate way of communicating, as well as a visual interpretation of the 'Discover' theme; the icons themselves being something to discover in their own right. For real, on-brand impact the icons were reversed out of a vivid red background.

To complete the visual theme, and to provide a cohesive and co-ordinated brand message, each icon was then used to recreate and renew Vauxhall's renowned brand identity – the Griffin.

These icons were then applied consistently across all channels and media; digital (video, fleet specific websites, and regular e-bulletins), advertising (trade publications, including *Fleet News* and *Business Car*), direct mail, Smartphone apps, 3 Day Test Drive promotions, trade shows, fleet events and new car launches. This multi-media onslaught provided a vibrant and distinctive visual foundation for the renewed Fleet Brand that effectively – and precisely – targeted fleet sales teams, fleet customers and prospects.

Word count: 346

"Market research told us that Vauxhall Fleet rate highly in the marketplace for recognition – 'Discover' is to thank for this. One of the biggest marketing challenges is to take something complex and communicate it simply, this is exactly what Graymatter did. 'Discover' exceeded our expectations..."

WHAT HAS THE 'DISCOVER' CAMPAIGN ACHIEVED FOR VAUXHALL FLEET?

In an extremely competitive segment, the success was measurable and clear with the campaign exceeding all KPIs encompassing market share, brand recall and sales. Market share increased for cars and commercial vehicles with an overall 8% increase in sales, overtaking Ford, making Vauxhall Fleet number one in the Fleet market. Brand perception jumped impressively by 8%, aided by clearer and more frequent communications, targeting specific features (ecoFLEX), or models (Ampere) which also demonstrated a marked upward shift in recollection. A strong digital presence was established with the website becoming No.1 (an upward shift of 6 places), and eDM's recording their highest ever open and click through rates. More traditional advertising routes saw a big increase in recall, being perceived as nearly twice as effective as competitors.

Measurable achievements

- 8% increase in sales (YTD August 2011 - Steve Catlin, Fleet Sales & Motability Manager, Vauxhall Motors)
- Fleet sales increase overtaking Ford in 2011. (Simpson & Carpenter)
- 9% increase in representation in fleets (Simpson & Carpenter)
- 8% increase in brand perception as the best overall provider to business. (Simpson & Carpenter)

Further achievements:

- Vauxhall Fleet website to No.1 position, from 7th, in part due to 'brilliant extra features'.
As rated by Business Car Magazine in their Top 20 fleet manufacturers' websites review 2011.
- Most improved fleet website - Business Car Magazine.
- No.1 Manufacturer for Marketing Contact - Simpson & Carpenter
- RoadTrip App; 5 star average user rating - App Store, Top 10 free business App - iTunes,
Top 5 mobile App for fleet market - Daily Telegraph

FLEET SALES



Source: SMMT

ANNUAL BUSINESS CAR WEBSITE REVIEW



Source: Business Car

MARKETING CONTACT



Source: Simpson & Carpenter

ADVERT RECALL



Source: Simpson & Carpenter

New model launches

Above the line advertising

Financial incentives

RESEARCH RESOURCES

Simpson & Carpenter research conducted as telephone interviews with fleet decision makers – responsible for fleets of 25-500 vehicles.

Prior Simpson & Carpenter fieldwork (for 2011 information) conducted in March and September 2011.

Fleet News and Business Car have been quoted from publicly available information.

Society of Motor Manufacturers and Traders (SMMT)




DISCOVER VAUXHALL FLEET
 Discover more with Vauxhall.


NO.1 FOR FLEET
 Reveal the awards that matter.


THE BEST OF BRITISH
 Uncovering everything that makes us great.


PEACE OF MIND
 With 100,000 mile warranty.


ECOFLEX VANS
 Discover economy without compromise.


3 DAY TEST DRIVE
 Free for company car drivers.


ECOFLEX CARS
 Unearth a diverse and wide range of choice.


PROUD SPONSOR
 Home Nations Football main sponsor.


SERVICE & SUPPORT
 Discover how our people make the difference.


AMPERA
 Discover the future. Now.


ASTRA GTC
 Bold, daring and iconic.


FUEL COST CALCULATOR
 Discover how much your fuel costs.


TOOLBOX
 Makes your life easier.


WHOLE LIFE COST CALCULATOR
 Compare all brands, single vehicles or Fleets.


ROADTRIP
 Record your business expenses.


CO₂ BAND LISTINGS
 Select the vehicle(s), engine, rental terms and price.


P11D PRICE LIST
 Filter prices by emissions, fuel type, or model.


SPECIAL OFFERS
 Discover all your options


VEHICLE WHOLE LIFE COST (WLC) CALCULATOR
 Compare up to five different models and marques.


NO.1 FOR FLEET
 Reveal the awards that matter.


BENEFIT-IN-KIND (BIK) BUDGET CALCULATOR
 Compare eligible Vauxhall models within your monthly BIK budget.


INSIGNIA
 Revealing the jewel in the crown.


LEASING RATE LOOK-UP
 Select the vehicle(s), engine, rental terms and price.


KNOWLEDGE
 Discover more about the topics that are important to you.

Iconography - the heart of the campaign

DISCOVER
CAR OF THE YEAR 2012

Going further: the Ampera cleans up at the major car awards.
It's an honour to have been voted European Car of the Year 2012 at the Geneva International Motor Show by 89 media national journalists. The Ampera has also been awarded first place by the Independent European New Car Assessment Programme (Euro NCAP), named Top Gear Magazine Green Car of the Year 2011 and given the What Car? Green Car of the Year 2011 award.

BusinessCar
magazine | website | email | events

Issue 117
headline
EURO CAR OF THE YEAR AWARDS 2012
★★★★★
Sunday 1 May 2012 14.95

In this issue:
LEADING THE CHARGE
The Ampera E-REVolution powers ahead
A QUICK WORD (OR TWO)
"The Best Vauxhall Ever"
CAR OF THE YEAR 2012
The Ampera goes further in every way.

VAUXHALL FLEET
0870 010 0657 | www.vauxhall.co.uk/fleet

LIFETIME
warranty

VAUXHALL

DISCOVER
LEADING THE CHARGE

E-REV stands for Extended-Range Electric Vehicle. It's an all-new propulsion system for an all-new car.
The Ampera delivers a range of up to 360 miles*, 235 mpg* and emits just 27g/km CO₂.
The Ampera E-REV technology delivers up to 50 miles* of battery electric driving, plus an extended range of up to 210 miles using its all-new petrol-powered generator. This means an overall 440-mile city range of up to 260 miles. It offers all the convenience of a conventional car engine, but with significantly lower emissions and running costs.
Combine these impressive benefits with fuel economy of up to 275 mpg*, CO₂ emissions of just 27g/km* and a 6.8 litre tank and you'll find it's easy to see why the Ampera is being hailed as the most advanced car for company car drivers.
Discover more about Ampera for yourself at www.vauxhallfleet.co.uk/ampera

DISCOVER
A QUICK WORD (OR TWO)

This was not just a new car launch, this was the start of a new era and a moment in history.
I'm extremely proud to be standing in front of what is quite simply the best Vauxhall ever.
That level of real-world economy, coupled with a manageable recharge time and none of the range anxiety you get with a full electric car is a compelling proposition.
...all the benefits of owning an electric vehicle with virtually none of the drawbacks.

VAUXHALL FLEET
0870 010 0657 | www.vauxhall.co.uk/fleet

LIFETIME
warranty

VAUXHALL

Official Government Test Environmental Data. Fuel consumption figures mpg (litres/100km) and CO₂ emissions (g/km). Combined average: 235.4mpg (1.2) CO₂ emissions: 27g/km.

DISCOVER ASTRA
HIGH SPEC, LOW P11D

High spec, impressively low P11D values. Our new Astra Tech Line with LE5 models are highly competitive to both Fleet Choice Models and Company Car Drivers. New, low emissions and running costs come with the highest levels of comfort.

- Suitable Navigation
- Up to 76.3mpg Combined cycle
- CAS radio and cruise control
- 6000kVA P11D. Value from £17795
- Bluetooth™, USB and aux-in connectivity
- CO₂ emissions from 19g/km

DISCOVER
FREE 3 DAY TEST DRIVE

Open to all Company Car Drivers
Change any car model
Full insurance cover provided
No mileage limit
No charge except for fuel used

Car delivered found collected from your workplace
No mileage limit
Quick and easy to book

VAUXHALL FLEET
0870 010 0657 | www.vauxhall.co.uk/fleet

LIFETIME
warranty

VAUXHALL

Official Government Test Environmental Data. Fuel consumption figures mpg (litres/100km) and CO₂ emissions (g/km). Astra Tech Line with LE5: 76.3mpg (3.8) CO₂ emissions: 19g/km.

DISCOVER
HIGH SPEC, LOW P11D

High spec, impressively low P11D values. Our new Astra Tech Line with LE5 models are highly competitive to both Fleet Choice Models and Company Car Drivers. New, low emissions and running costs come with the highest levels of comfort.

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DISCOVER
FREE 3 DAY TEST DRIVE

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Change any car model
Full insurance cover provided
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No charge except for fuel used

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VAUXHALL FLEET
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LIFETIME
warranty

VAUXHALL

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Digital - encompassing website, Toolbox, and the RoadTrip App



Icon animations – digital use, and shows and events



Events and exhibitions