SECTION 01 TITLE PAGE

Project title:

DISCOVER

Category:

10. EXTERNAL COMMUNICATION DESIGN

Client company:

VAUXHALL FLEET

Design consultancy:

GRAYMATTER LIMITED

Date:

5 JULY 2012



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 (Ampera) 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

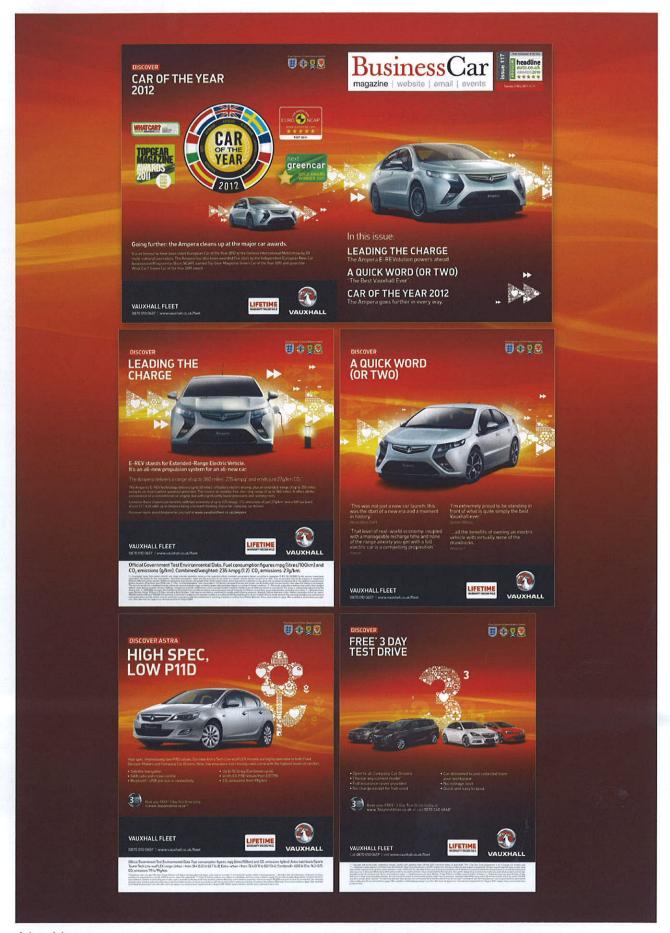
Simpson & Carpenter research conducted as telephone interviews with fleet decision makers – responsible for fleets of 25–500 vehicles.

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.

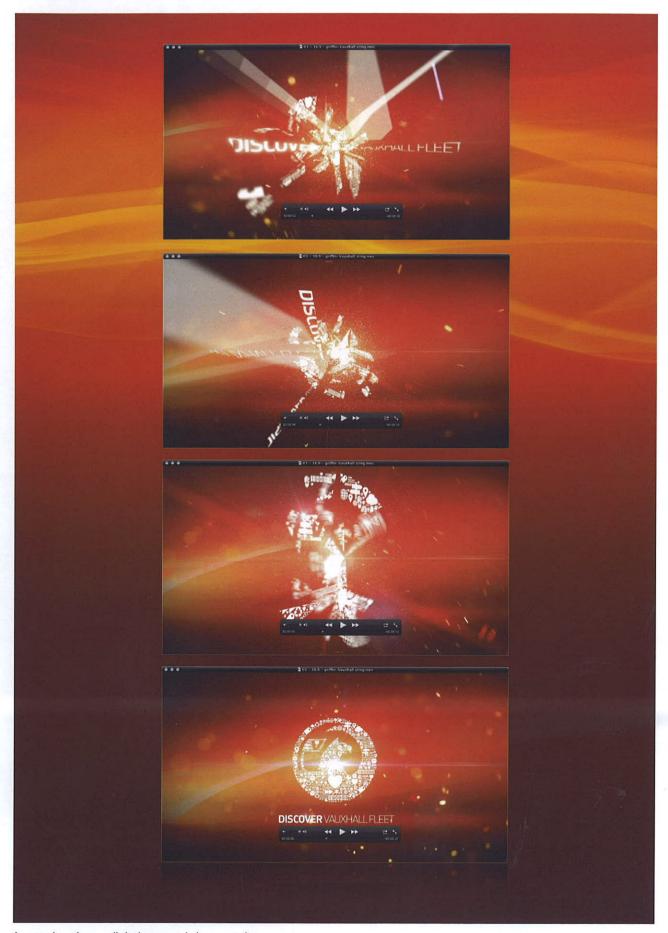
Society of Motor Manufacturers and Traders (SMMT)







Digital - encompassing website, Toolbox, and the RoadTrip App



Icon animations – digital use, and shows and events



Events and exhibitions