



SUBARU



SUBARU LEVORG, BORN READY

REVVING UP FOR A EUROPEAN LAUNCH

THE CHALLENGE

In replacing the niche, but highly acclaimed 'Legacy', Subaru faced a stiff challenge to re-establish its credentials in the European station-wagon market. Our task? To help a niche brand find a way to win over the hearts and minds of customers currently attached to established premium brands such as Audi and Volvo.

OUR APPROACH

We needed to find an idea that really marked the brand out as being worthwhile and different for a unique group of potential considerers. That meant ensuring that any potential drivers we spoke to embodied a certain Esprit de Corps that would make them attitudinally the right fit for Subaru. Our approach to recruitment and interviewing reflected a need to know what makes a car buyer willing to make unconventional choices



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ENGAGING WITH PASSIONATE PEOPLE, NOT CAR DRIVERS

Our qualitative approach was designed to ensure that we'd really get to understand what such a unique group of car drivers really valued about driving and their relationship with their car. So, we set about asking participants to use our app on their smartphone to self-curate video of their lives before introducing them to the product in a series of 'live' car clinics where we could explore perceptions of the product and its competition.

POSITIVE OUTCOMES

The depth of this approach enabled us to recommend a launch platform that capitalised on the personas that people have as drivers that are different to their everyday-selves. This provided a point of difference that marked Subaru Levorg as being the choice for a more considered driver who demands the unexpected from their car



QUALITATIVE

24 extended clinic-style
focus groups and triads



MOBILE

Mobile, self-curated video
ethnography from 120
respondents

8 European markets
covered

