



June 2019

Perceptions of Auto Brands - US

"In order to evolve, automakers will need to find their space as a lifestyle brand and start marketing as such. Regardless of gender, race, income or education level, consumers view their relationship with brands very differently as opposed to how they did years ago. For automakers looking to build brand ...

May 2019

Automotive Innovations - US

"Whether consumers are ready or not, driverless cars are the future of the automotive industry. But given consumer reticence to adopt new automotive technology, OEMs and marketers will need to concentrate on long-term strategies, as opposed to short-term campaigns. Automakers need to educate consumers on the safety benefits of new ...