

April 2020

Auto Market Beat - Q1 - China

“With the rough start and overall sales being impacted by the outbreak in the first quarter of 2020, how to show an outstanding performance in the following quarters becomes a common question for brands. From the perspective of product development, Toyota, BMW and Mercedes-Benz gained positive growth against an overall ...

March 2020

汽车市场动态——一季度更新 - China

“在2020年第一季度整体销量受到疫情影响出师不利的形势下，如何能在后几个季度中有出色表现成为各品牌面临的共同课题。从产品开发的角度来看，丰田

(Toyota)、宝马 (BMW) 和奔驰 (Mercedes-Benz) 在2019年末不断推出改款车型后，配合其与消费者互动的营销手法，获得了相当不错的逆势上升。从营销渠道来看，疫情爆发后，传统的线下营销模式受到相当大的冲击，加速了原本已随着社交网络的渗透而发展起来的线上营销的比重。品牌方应该通过加强在不同的市场营销阶段与不同类别的汽车意见领袖的合作，以直播等即时互动形式积极保持并拉近品牌与用户的关系。”

— 周同，高级研究分析师

汽车意见领袖 - China

“从联络点和互动形式上，汽车意见领袖和消费者之间的沟通皆比我们预期的更活跃。汽车意见领袖对消费者的汽车购买决策影响深远，尤其是对配置偏好的影响。另一方面，消费者在阅读不同类型的意见领袖发布的内容时，有着清晰的认识和偏好。90后和更年轻的群体对个人博主发布的汽车性能评测更感兴趣，并对博主之间与博主和其他用户的公开讨论兴趣更浓。品牌需针对不同阶段定位不同目标群体，了解和发展汽车意见领袖营销策略，这对品牌而言至关重要。”

February 2020

Auto Influencers - China

“Communications between automotive influencers and consumers are more active than we had expected in both means of contact points and interactive engagements. Automotive influencers have significant impact on consumers' car purchasing consideration, especially on car grades of interior specification. On the other hand, consumers have a clear understanding and preference ...