



Brand Audit for BMW



Arnaldo Bernardo

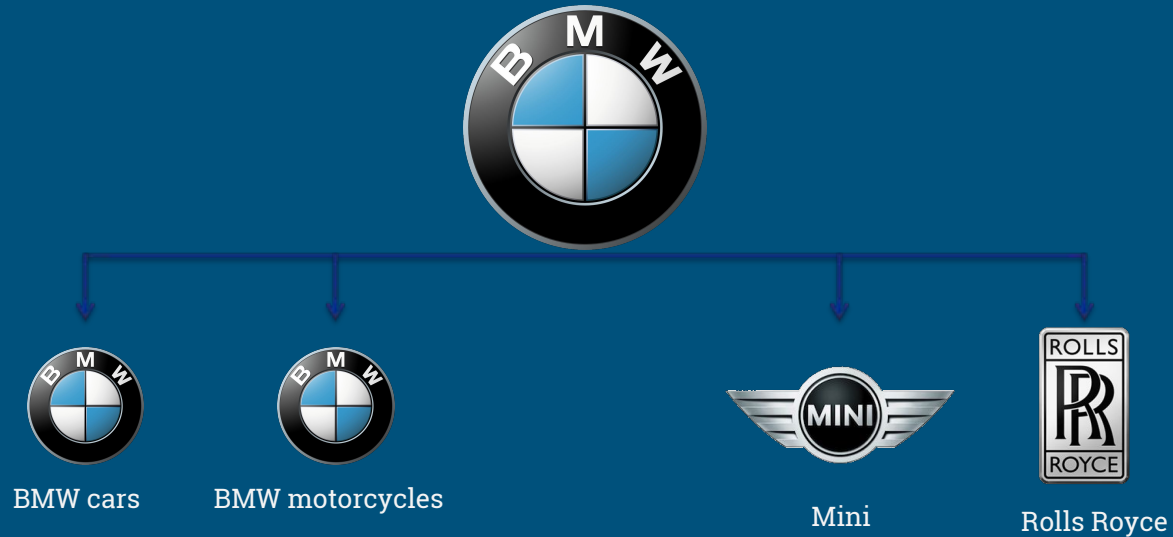


Brand Architecture

The analysis of BMW's brand architecture can be carried out in different ways. In fact, BMW is today a group operating in different segments of the car industry with a multi brand approach.

The next slide shows graphically how BMW Group is divided in four sub brands that operates independently targeting different typologies of customers.

Brand Architecture



BMW Perception Map



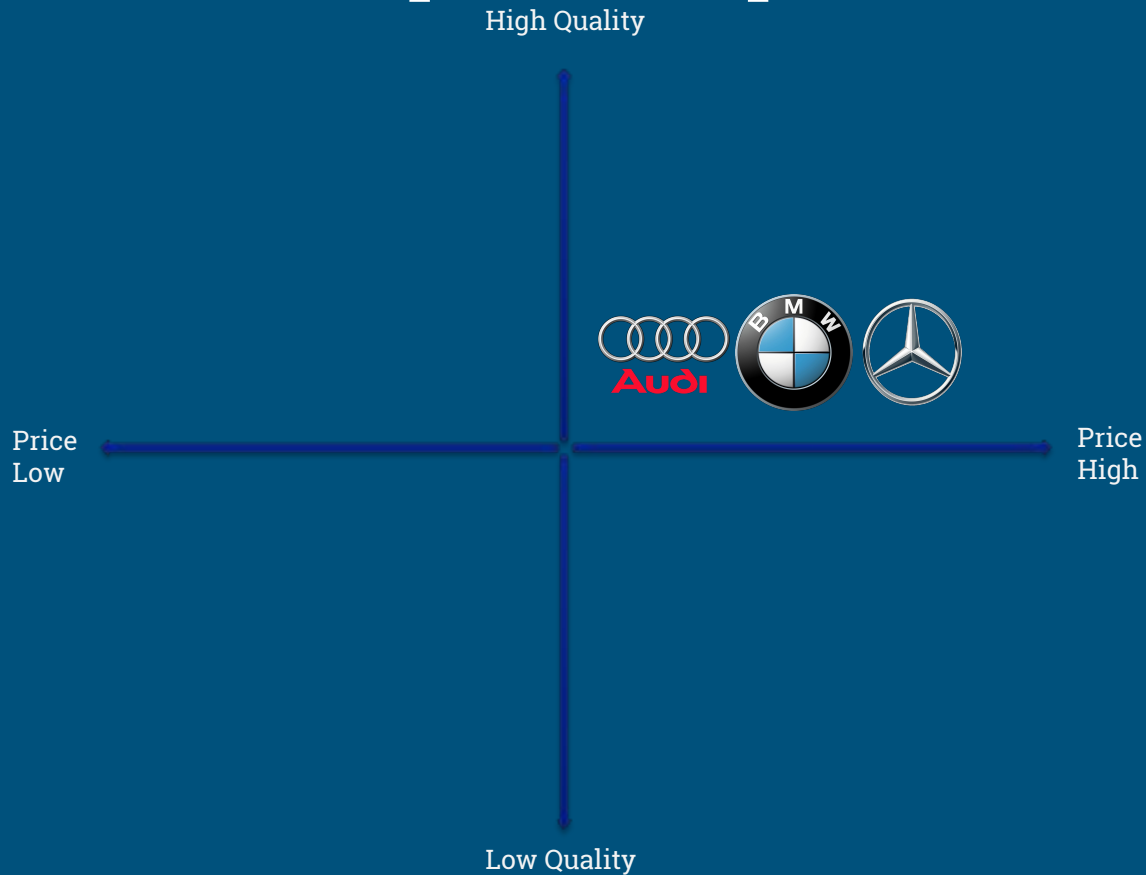
BMW Perception Map

The perception map represent a graphical representation of the way customers see a certain brand.

In this case the perception map is based on Quality and Price, two of the most basic components that influence people when buying.

Another aspect reinforced also form Mark and Pearson (2001), is that argue that successful brands need to present themselves to consumers as archetypes such as those that can be found in fictions. Meaning that people buy certain brands because they reflect what what they want to be in life. This is the reason why different people buy different brands and BMW has it clear and acts as consequence.

Competition Perception Map



Competition Perception Map

The competition perception map has been carried out again on the basis of quality and price.

Audi and Mercedes have been identified as the main competitors for BMW and the perception map shows how they are perceived at the same level from customers.

The result of the perception map indicates that these brands move in the same way in the market and the competition between them is really direct.

Brand Strategy Against Competition

If we look at BWM as a sub brand and not as a group it is possible to see how the commercial strategy is driven in order to tackle the hard competition.

As a result it is possible to see that BMW divides its products in three different segments: Classic Line, M Power (performance cars) and I power (electric cars).



Brand Strategy Against Competition

As seen in the competition's perception map, Mercedes Benz is a direct competitor of BMW.

Also Mercedes adopts a similar strategy to BMW, however it tries to differentiate by producing commercial vehicles as well (a market that is equally competitive but from different brands). Mercedes divides its products in three different lines: Mercedes Classic Line, AMG (performance cars) and Mercedes Commercial.



Mercedes-Benz
Vans

Brand Strategy Against Competition

The last direct competitors that we analyzed is Audi. As seen in the competition's perception map it is really similar to BMW in terms of price and quality.

Audi adopts a strategy that is really similar to the one adopted from BMW. It is clear that the products segmentation strategy is identical. Audi divides its products in three different categories: Audi Classic Line, RS (Performance) and E-tron (electric).



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