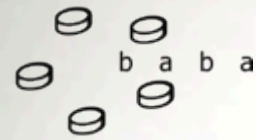


CASE [PRODUCT]: FIAT



In 2013 Fiat asked baba for a support to launch a new I0 segment (B-SUV) SUV and to evaluate the opportunity to use the Jeep brand for this new car

Research problem

- To understand and to identify the potential target through segmentation
- To pinpoint lifestyle and habits for communication strategy to promote the new car

Methodology

- Quali-quantitative covering three major markets: Italy, Germany, France
- 12 Focus Group (4 each market)
 - CAWI interviews to Owners and Intenders:
 - It → 300 (200 + 100)
 - De → 180 (100 + 80)
 - Fr → 180 (100 + 80)

Recommendations

- The cluster «Active & Stylish» is identified as potential target for the new model
- The greatest part of the cluster denotes Jeep brand in the new model
- Main features: engines and design

The new model was launched with Jeep brand