

Case Study: Automotive



Mission

A global automotive brand sought to better explore the competitive landscape and identify emotional territories for communication positioning that impacts consumer sentiment and decision drivers.

Approach

Lightbeam designed and conducted automotive clinics and focus groups among Black SUV owners to better understand current and emerging needs, impact of cultural and social shifts on attitudes, as well as communication positioning.

Results

Findings were utilized to better inform insights and marketing teams on marketing and communications strategies.

Lightbeam Communications is an evidence-based strategic consultancy specializing in uncovering hidden truths using microcultural analysis and research methodologies that bring consumers to life.