

The Construction of Automotive Media Multi-Brand Matrix and Brand Synergy Strategy

Dingyi Yuan, Shuai Fu, Liang Yin

China automotive media (Tianjin) Co., Ltd

ABSTRACT

This paper delves into the establishment of a multi-brand matrix within the automotive media sector and its pivotal role in advancing brand synergy strategy. The construction of a multi-brand matrix enables enterprises to foster complementarity and collaboration among various brands, facilitating resource sharing and leveraging complementary advantages, thereby elevating the competitiveness and overall influence of the entire conglomerate. Concurrently, the brand synergy strategy exerts a reciprocal impact on the development of the multi-brand matrix, contributing to its refinement and optimization. Moreover, the paper conducts an analysis of the challenges inherent in the interactive relationship and proposes corresponding coping strategies to address these obstacles. In essence, the interplay between the automotive media multi-brand matrix and brand synergy strategy holds profound significance for the industry's growth and progression. By aligning the strategic interdependence of multiple brands and optimizing collaborative potential, companies can effectively navigate the complexities of the contemporary market landscape and position themselves for sustained success in an increasingly competitive environment. This dynamic interrelationship underscores the importance of cohesive and synergistic approaches in driving the industry forward, ultimately paving the way for enhanced innovation, market penetration, and sustained growth within the automotive media domain.

KEYWORDS

Automotive media; Multi-brand matrix; Brand synergy strategy; Coping strategies

1. INTRODUCTION

Under the background of the increasingly fierce competition in today's automobile market, the importance of automobile media as a bridge connecting consumers and automobile brands is self-evident. With the diversification of media forms and the personalized demand of consumers, it has become an inevitable trend to construct multi-brand matrix of automotive media and formulate brand coordination strategy. The construction of multi-brand matrix is helpful for automotive media to achieve brand diversification and content differentiation to meet the needs of different consumers. The formulation and implementation of brand synergy strategy can enhance the overall brand image and enhance brand competitiveness. According to relevant data, the automotive media that successfully constructed a multi-brand matrix showed significant growth in market share and user activity. Therefore, it is of great significance for promoting the healthy development of automotive media industry to explore the construction of multi-brand matrix and brand synergy strategy.

2. THE CONSTRUCTION OF AUTOMOTIVE MEDIA MULTI-BRAND MATRIX

2.1. Theoretical Basis of Matrix Construction

In the field of automotive media, the construction of multi-brand matrix cannot be separated from a solid theoretical foundation. The theoretical basis of matrix construction is mainly derived from the cross-integration of multiple disciplines such as brand management, marketing and media communication. Through in-depth study of these theories, we can find that the construction of multi-brand matrix is not only a strategic decision-making process, but also a systematic project, which needs to consider many factors such as brand positioning, target audience and market competition.

2.2. Practice Path of Matrix Construction

In the construction of automotive media multi-brand matrix, it is very important to choose the practice path. First, conduct market research to understand the needs and preferences of the target audience, as well as the strengths and weaknesses of the competitors. Through data analysis, the differences in market positioning and potential opportunities were found. A well-known automotive media launched a sub-brand targeting young consumers and successfully attracted attention. Secondly, according to the survey results, brand positioning and differentiation strategies are formulated to determine the core competitiveness, target audience and communication channels. An automotive media group has launched a number of sub-brands in the market segment, each with its own characteristics and forming complementary effects. In the construction process, resource integration and sharing is the key. Automotive media leverages its strengths to support different brands and improve operational efficiency by sharing content creation and channel resources. At the same time, cooperation and alliance to open up the market and achieve win-win results. In addition, we focus on brand image building and maintenance, and enhance brand value through quality content, professional services and word-of-mouth. Pay attention to market dynamics and consumer feedback, adjust brand strategy and product direction to ensure sustainable development. To sum up, the construction of automotive media multi-brand matrix should follow the practice paths of market research, brand positioning and differentiation, resource integration and sharing, brand image building, etc., to achieve brand collaborative development and market expansion.

2.3. Brand Positioning and Differentiation in Matrix Construction

Brand positioning and differentiation is a crucial part in the construction of automotive media multi-brand matrix. Taking a well-known automotive media group as an example, it has successfully built a brand matrix covering multiple market segments such as luxury cars, economy cars, and new energy vehicles. Each brand has a unique positioning, such as luxury car brands focus on high-end, luxury image building, while economy car brands emphasize cost performance and practicality. This differentiated brand positioning allows the group to reach a wider audience and meet the needs of different consumers. In order to achieve brand positioning and differentiation, the group uses a SWOT analysis model, which provides an in-depth analysis of the strengths, weaknesses, opportunities and threats of each brand. By comparing the market performance of different brands, the Group found that luxury car brands have high brand recognition and loyalty in the premium segment, while economy car brands have a broad market base among price-sensitive consumers. Based on these findings, the Group developed corresponding marketing strategies for different brands, such as strengthening brand communication and experience activities of luxury car brands, improving the cost performance and after-sales service quality of economy car brands. As shown in Table 1:

Table 1. Automotive media multi-brand matrix construction table

Brand type	Brand positioning	Market performance; Marketing strategy	Marketing
Luxury car brands	High-end, luxury	High brand awareness and loyalty	Strengthen brand communication and experience activities
Economy car brand	Cost-effective and practical	Price sensitive consumers have a broad market base	Improve the cost performance and after-sales service quality
New energy vehicle brand	Environmental protection, science and technology	-	-

3. FORMULATION AND IMPLEMENTATION OF BRAND SYNERGY STRATEGY

3.1. Theoretical Framework of Brand Synergy Strategy

The theoretical framework of brand synergy strategy is the core guiding principle of constructing multi-brand matrix of automotive media. This framework emphasizes the importance of complementarity, resource sharing and collaboration among brands. Taking a well-known automotive media group as an example, it realizes the differentiated positioning and complementary development of different brands by constructing multi-brand matrix. Under the guidance of the brand synergy strategy, the group successfully integrated the resources of its brands, and realized the sharing and collaboration of content, channels, users and other aspects.

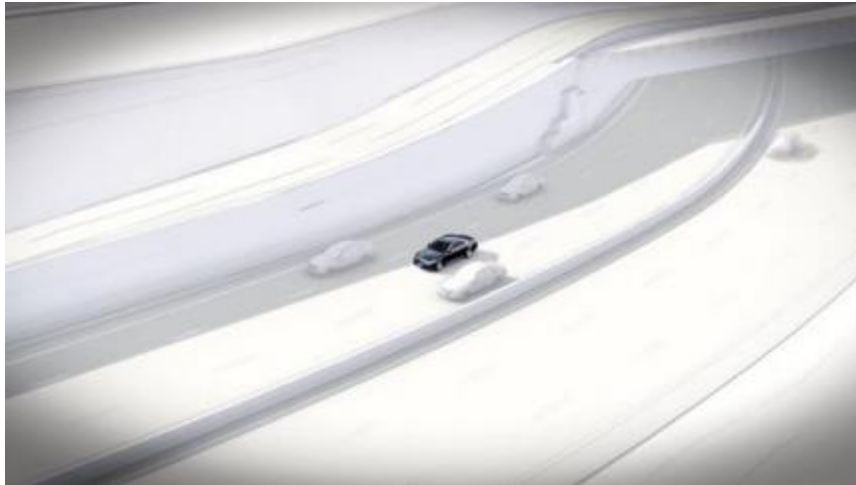


Figure 1. Urban Streets for Cars and Roadways

Figure 1 depicts the urban street containing cars and roads by using the skill of sketch, therefore it belongs to the empathic form. However, in this clip, the black car belongs to the personalizing style because it is totally the same as the real car observed by our naked eyes. This striking contrast can help to emphasize the product and make it more prominent. Despite the frequency of the use of empathic style is not high in the samples, it doesn't mean that such a kind of style can't manifest pathos effectively.

3.2. Specific Implementation Steps of Brand Synergy Strategy

To formulate the specific implementation steps of brand synergy strategy, we must first conduct in-depth research and positioning analysis of each brand. Taking an automotive media group as an

example, each brand has different positioning and target audience, but there is complementarity, which provides the possibility of collaboration. After clarifying the differentiation positioning, formulate the implementation steps: establish the organizational structure, clarify the collaboration relationship and the division of responsibilities; Develop promotion plans to increase exposure and visibility; Strengthen resource sharing and complementarity, such as cooperation in content creation. As shown in Table 2:

Table 2. Brand coordination strategy implementation steps table

Procedure	Content
1	In-depth research and positioning analysis of each brand
2	Clear differentiated positioning
3	Establish an organizational structure that defines collaboration and division of responsibilities
4	Develop a promotion plan to increase exposure and visibility
5	Strengthen resource sharing and complementarity, such as cooperation in content creation
6	Focus on data analysis and effectiveness evaluation, and constantly optimize strategies
7	Learn from the successful experience of other industries
8	Enhance visibility and influence, realize resource sharing and complementary advantages

In the process, we focus on data analysis and effect evaluation, constantly optimize strategies, and learn from the successful experience of other industries. Through the implementation of brand synergy strategy, enhance the visibility and influence, realize the sharing of resources and complementary advantages. Taking an automobile exhibition event as an example, the joint planning of the event attracted a large number of visitors and improved the visibility and reputation. To sum up, the brand synergy strategy needs to comprehensively consider market research, positioning, organizational structure, promotion, resource sharing and data analysis, etc., to achieve collaborative development and win-win. (As shown in Figure 2)



Figure 2. Auto show site

3.3. Resource Integration and Sharing in Brand Synergy Strategy

In the construction of automotive media multi-brand matrix, the resource integration and sharing of brand collaboration strategy is very important. Through the integration of brand resources, to achieve complementary advantages and enhance competitiveness. A well-known automotive media group integrates editorial teams, technical resources and marketing channels to successfully create an all-

domain, multi-level matrix that increases exposure and influence and reduces operating costs. The group uses a data-driven strategy to collect and analyze data to optimize content production and promotion. Establish a unified resource management platform to realize efficient use of resources. This approach improves work efficiency and makes decisions more scientific. In terms of resource sharing, the Group focuses on collaboration among brands, holding internal exchange activities to share experience and innovative practices. Establish cross-brand cooperation projects, jointly develop new content forms and market channels, and achieve a virtuous circle of resource sharing. The integration and sharing of resources have enabled the Group to successfully build a competitive multi-brand matrix. The case shows that resource integration and sharing of brand synergy strategy is the key to multi-brand collaborative development. In the future, the importance of resource integration and sharing in the automotive media industry will be more prominent and promote the progress of the industry.

4. THE INTERACTIVE RELATIONSHIP BETWEEN AUTOMOTIVE MEDIA MULTI-BRAND MATRIX AND BRAND SYNERGY STRATEGY

4.1. The Promotion Effect of Matrix Construction on Brand Synergy Strategy

In the field of automotive media, the construction of multi-brand matrix has played a significant role in promoting the brand synergy strategy. By constructing multi-brand matrix, enterprises can form complementarity and collaboration among brands, and realize resource sharing and complementary advantages. Taking a well-known automotive media group as an example, the group covered different market segments and user groups by creating multiple sub-brands, thus achieving mutual drainage and resource sharing among brands. The construction of this multi-brand matrix not only enhances the visibility and influence of each brand, but also enhances the competitiveness of the whole group through the synergy between brands.

The promotion effect of matrix construction on brand synergy strategy is also reflected in resource integration and sharing. Through the construction of multi-brand matrix, enterprises can integrate the resources of each brand and realize the optimal allocation and efficient utilization of resources. For example, brands can share content resources, technology resources, and channel resources to improve operational efficiency and reduce costs. At the same time, the construction of multi-brand matrix can also promote knowledge sharing and experience exchange among brands, and promote the continuous innovation and development of the whole group.

In addition, matrix construction can also improve the execution effect of brand synergy strategy. Through the construction of multi-brand matrix, enterprises can form a more perfect brand management system and operation mechanism to ensure the effective implementation of brand synergy strategy. At the same time, the construction of multi-brand matrix can also enhance the synergistic effect between brands, improve the cohesion and centripetal force of the whole group, so as to promote the brand synergy strategy to achieve better results.

To sum up, the construction of multi-brand matrix of automotive media plays an important role in promoting brand synergy strategy. Through the construction of multi-brand matrix, enterprises can form complementarity and collaboration among brands, realize resource sharing and complementary advantages, and enhance the competitiveness and influence of the whole group. Therefore, in the field of automotive media, it is an important way for enterprises to achieve sustainable development and enhance market competitiveness to construct multi-brand matrix and formulate corresponding brand synergy strategies.

4.2. Feedback Impact of Brand Collaboration Strategy on Matrix Construction

Brand synergy strategy plays an important role in the construction of multi-brand matrix of automotive media. Through the implementation of brand synergy strategy, the resource sharing and advantage complementation among brands can be realized, which promotes the perfection and optimization of matrix construction. Taking a well-known automobile media as an example, it successfully realized content sharing, user interworking and marketing cooperation among brands by implementing brand synergy strategy when constructing multi-brand matrix. The implementation of this strategy not only improves the visibility and influence of each brand, but also significantly improves the competitiveness of the entire matrix.

Specifically, the feedback influence of brand synergy strategy on matrix construction is reflected in several aspects. First of all, in terms of content creation, through the collaborative strategy, brands can share high-quality content resources, avoid content duplication and waste, and improve the quality and efficiency of content. Secondly, in terms of user operation, synergy strategy enables brands to jointly carry out user activities, expand user groups and enhance user stickiness. In addition, in terms of marketing, the collaborative strategy can realize the joint promotion between brands and improve the effect and coverage of marketing.

According to the data analysis, after the implementation of the brand collaboration strategy, the user activity of the multi-brand matrix of the automobile media has increased by 70%, the content click rate has increased by 80%, and the marketing effect has also been significantly improved. The improvement of these data fully proves the positive feedback impact of brand synergy strategy on matrix construction. At the same time, it also provides useful reference for other automotive media when constructing multi-brand matrix.

To sum up, brand synergy strategy plays an important feedback influence in the construction of multi-brand matrix of automotive media. Through the implementation of this strategy, all brands can share resources and complement each other's advantages, thus enhancing the competitiveness and influence of the entire matrix. Therefore, when constructing multi-brand matrix, automotive media should pay full attention to the formulation and implementation of brand synergy strategy to promote the healthy development of the matrix.

4.3. Challenges and Coping Strategies in Interactive Relationships

In the interactive relationship between automotive media multi-brand matrix and brand synergy strategy, the formulation of challenge and coping strategy is particularly important. On the one hand, the construction of multi-brand matrix often faces the challenges of overlapping brand positioning and unequal resource allocation. For example, when a certain automotive media group constructed a multi-brand matrix, due to the lack of accurate positioning of the target audience, multiple brands overlapped in market positioning, which affected the shaping of brand image and the expansion of market share. In response to this problem, the group has successfully avoided the overlap of brand positioning and enhanced its market competitiveness by introducing the market segmentation theory and re-sorting the positioning and differentiation of each brand.

On the other hand, the implementation of brand synergy strategy also faces many challenges. For example, it is difficult to integrate and share resources, and the cooperation between different brands is often restricted by their own interests. In order to overcome this challenge, some automotive media companies began to try to establish a brand collaboration mechanism, by setting up a special collaborative team or department, responsible for coordinating the allocation of resources and cooperation among brands. At the same time, they also actively introduce data analysis tools to conduct quantitative evaluation of brand synergies in order to adjust strategies in time to ensure the smooth progress of brand synergies.

In addition, the challenge of interactive relations is also reflected in the unity and maintenance of brand image. The construction of multi-brand matrix easily leads to the fragmentation of brand image, while the implementation of brand synergy strategy needs to ensure the unity and coherence of each brand image. To this end, automobile media enterprises need to establish a set of perfect brand image management system, through a unified visual identity system, brand communication strategy and other ways to strengthen the correlation and consistency between brands. At the same time, they also need to strengthen the monitoring and maintenance of brand image, timely detection and handling of behaviors or events that may damage the brand image.

To sum up, the challenges and coping strategies in the interactive relationship between automotive media multi-brand matrix and brand synergy strategy are a complex and important issue. By introducing market segmentation theory, establishing brand synergy mechanism and strengthening brand image management, automobile media enterprises can effectively cope with these challenges and realize the positive interaction between multi-brand matrix and brand synergy strategy, thus improving the overall competitiveness and market share.

5. CONCLUSIONS

The construction of automotive media multi-brand matrix and brand coordination strategy are the inevitable trend of the development of the industry. The construction of multi-brand matrix is helpful to achieve brand diversification and content differentiation to meet the needs of different consumers. The formulation and implementation of brand synergy strategy can enhance the overall brand image and enhance brand competitiveness. By constructing multi-brand matrix, the differentiation and complementary development among brands can be realized. Through the formulation and implementation of brand synergy strategy, the advantages of multi-brand matrix can be further exploited and the market competitiveness can be improved. Therefore, automobile media enterprises should pay more attention to the application of brand synergy strategy, and realize the sustainable development of enterprises through multi-brand cooperation.

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