

PHANTASIA



*1-Minute Automotive Brand Strategy*

Same Same  
But Different:  
OEM Product  
Portfolios



# **How come most OEMs have very similar products?**

Almost every car model has at least one counterpart from another brand.

Some OEM portfolios are even symmetrical across all segments.

Especially multi-brand OEMs use production synergies to create one model and slightly adapt it for several brands.

**What sounds lucrative actually decreases a brand's pricing power – and profitability – in the long run.**

**Similar products squander the uniqueness of their brands.**

Instead of differentiating a brand, they make it comparable.

**Direct comparability reduces a potentially distinctive brand experience to subtle details.**

# **A unique brand experience requires unique products.**

Models such as the 911, the Range Rover, the Wrangler, the G-Wagon elude comparability.

Their pricing power and resale value is significantly higher than their – not so similar – alternatives.

**Particularly in the electric era with standardized technology, brand experience becomes the key differentiator – and value driver.**

# How can brands create unique products and upgrade their experience?



**It all starts with a strong brand positioning based on meaning.**

When a brand's meaning is clear, the product's requirements become obvious – the product brings this meaning into existence.

PHANTASIA is a creative consultancy for the automotive and motorcycle industry.

**We are strategic partners for product managers, designers, and advertising agencies.**

**Our holistic strategies give brands a meaning – an essential pattern across brand, product, and communication.**

This collective understanding of the brand enables separate departments to seamlessly collaborate through the same strategic platform – and create an amazing and consistent brand experience.

Thank you for reading

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If you want to learn more, read **"Car Brand Positioning in a New Era of Mobility"** on our website.

If you have specific questions regarding your brand, contact us at [info@phantasia.consulting](mailto:info@phantasia.consulting).

*Coming up next week:*

# Ignition On: The Role of Petrol Cars in the Electric Era

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