

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

*Same Same But
Different: OEM
Product Portfolios*

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.

Coming up next week:

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

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Automotive Brand Strategy and
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