

AMERICAN HONDA / HONDA PERFORMANCE DEVELOPMENT

CHARGE helped Honda crack a new market



CHALLENGE



Each year, automotive enthusiasts purchase after-market parts to modify their passenger car performance. The “street performance” parts market represents \$6 billion in annual sales to parts manufacturers. Although Honda and Acura cars are among the most popular models with street performance enthusiasts, Honda did not sell factory parts in this market. Honda wanted to generate sales and capture market share in this multi-billion-dollar high-performance market. To succeed, however, Honda knew that it would need under a new performance brand to gain street credibility with brand-conscious consumers.

TACTICS

- ▶ BRAND CREATION
& MARKETING
- ▶ BUSINESS STRATEGY
& CONSULTING
- ▶ EMERGING MARKET
RESEARCH
- ▶ EXPERIENTIAL MARKETING
- ▶ MERCHANDISING

RESULTS



Created successful high-performance division: CHARGE drove the brand identity and strategic creation of HPD. For years, CHARGE has helped HPD to identify as the performance pillar of the Honda brand by highlighting on-track innovation and success in marketing campaigns. When combined with over-all marketing objectives, these campaigns have resulted in a 23% increase in purchase consideration for Honda automobiles, year-over-year.

Increased consumer exposure in high-performance passenger market: HPD-branded parts have given Honda a successful (and welcome) entry into the high-performance parts market. This opened new revenue streams representing millions of dollars in annual sales.

Entered motorsports market by leveraging high-performance division: Most recently, CHARGE helped Honda leverage its performance pedigree for the benefit of its street car models like the Civic. Additionally, CHARGE developed the Honda Racing merchandise line, launching an international online store. This resulted in a new e-commerce revenue stream and increased brand awareness.