

Market Research from OATS

How OATS' Market Research skills could help your business

Introduction

EARL5 is a powerful research tool for understanding detailed aspects of lubricants applications. However there are many other aspects of research that oil company marketing, sales and technical professionals need in order to deliver their business objectives. Unfortunately the lubricants industry is very badly provided with syndicated research products.

In response to this need, OATS has developed a wide-ranging expertise in sourcing lubes-related research for EARL subscribers. This service, from OATS' in-house researcher, covers three main areas of information:

1. OATS data

We can run special analyses for you, using the source data for EARL, or simply analyse EARL on your behalf.

2. Market data sourcing:

Parc stats
Registration figures
Vehicle age profiles
Dealership data
Vehicle utilisation data

3. Lubes user data:

Market shares by volume and value
Brand awareness and attitudes
Customer satisfaction
Ad and sponsorship spends
Research as a PR generator

OATS' research credentials

OATS is an independent information specialist with wide-ranging contacts across the research community. The company regularly undertakes international research contracts for major European lubricant companies.

OATS is knowledgeable about lubricants marketing and has provided extensive marketing services to oil companies for over 15 years.

The company's in-house researcher is a member of the UK's Market Research Society and has wide experience of consumer and trade research techniques.

OATS regularly conducts international research projects for oil industry clients, including dealer interviews, customer satisfaction surveys, lubricant usage studies, forecourt motorist surveys and sourcing basic market stats.

OATS has worked closely with most of the of major oil companies and has developed an impressive reputation for professionalism, accuracy independence and confidentiality.

Why might you need market research?

OATS firmly believes that research should be used as a contributor to informed decision making. OATS also aims to deliver research reports that are immediately actionable. Some of the questions that we've been asked to give answers to are:

- What are the sump size trends, by sump capacity?
- How good is my brand recognition?
- What were the last 3 years' vehicle registrations, by make and model, by administrative region.
- What are the market sizes and key dynamics for nine target industrial sectors?
- Identify the brand shares and usage patterns for the top 5 CVL suppliers.
- Which OEMs' franchised dealerships should I support?

Who could use OATS' research service? And what studies might they want?

Senior management

- Long and mid-term planning of lubricant ranges
- Immediate identification of sales objectives by country, channel and product

Market researchers

- Data sourcing and analysis to all internal users

Sales management

- Briefings on current market dynamics will enable sales forces to promote their 'consultant' status
- Market data, including knowledge on current OEM trends, will enable sales forces to 'trade up' more effectively.

Product and marketing managers

- Market planning
- Exploitation of the Media's fascination with research findings.

OATS Limited
701 Delta Business Park
Great Western Way
Swindon SN5 7XS
United Kingdom
Tel: +44 (0) 1793 616138
Fax: +44 (0) 1793 513560
sales@oats.co.uk
www.oats.co.uk

Initial fill Managers

- Annual production volumes by OEM/country/grade

Planners

- Trends by grade/sump size
- Retail/Forecourt Sales and Marketing
- Competitor volumes, values and pricing
- Top up sales support

Workshops Sales and Marketing

- Competitor volumes, values and pricing

Own label Sales and Marketing

- Competitor volumes, values and pricing

Summary

OATS' research can:

- Provide key market statistics
- Describe the main market trends
- Track sales volumes and values by channel
- Compare brand performances
- Present a complete picture – from manufacturer to user
- Provide coverage of initial fill, service fill, top up
- Detail who buys from whom, and at what price

For more information or to arrange an initial meeting please contact David Burn on +44 (0) 1793 616 138 or email: dburn@oats.co.uk