Brand Survey 2022

Global results + construction sector review

PREMIUM VERSION / 15 QUESTIONS

Q2/2022

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PART 1:

Introduction

LECTURA: facilitator in the equipment industry that turns your data into value

For almost 40 years,

LECTURA has been redefining the concepts of digital visibility and performance in the heavy equipment industry

in Europe and the rest of the world by providing companies with comprehensive machinery data to support their purchase decisions.

Every month,

1,200,000 visitors

search, find, and use valuable intelligent information from our wide database of over

160,000

machinery and equipment specifications and technical details.

LECTURA Surveys offers heavy machinery industry professionals and other B2C online customers in the industry the opportunity to get clear insights from B2B and end customers that help them adjust their business strategies according to the market reality. They are the fastest and most effective research tools to gather useful information about the characteristics, opinions, experience and needs of the people within the industry, and to get a better understanding of their behavior. In short, LECTURA Surveys are offering access to a unique audience of professionals and help companies transform valid market data into value that will allow them to grow their business.

The success of any business depends on its brand identity:

How it is created and maintained by the company, and how it is perceived over time by the customers through the set of elements that differentiates it from the competition. The brand is, basically, the mirror of a business. Without a good brand identity, customers will have a hard time trusting the business, and staying loyal to it.

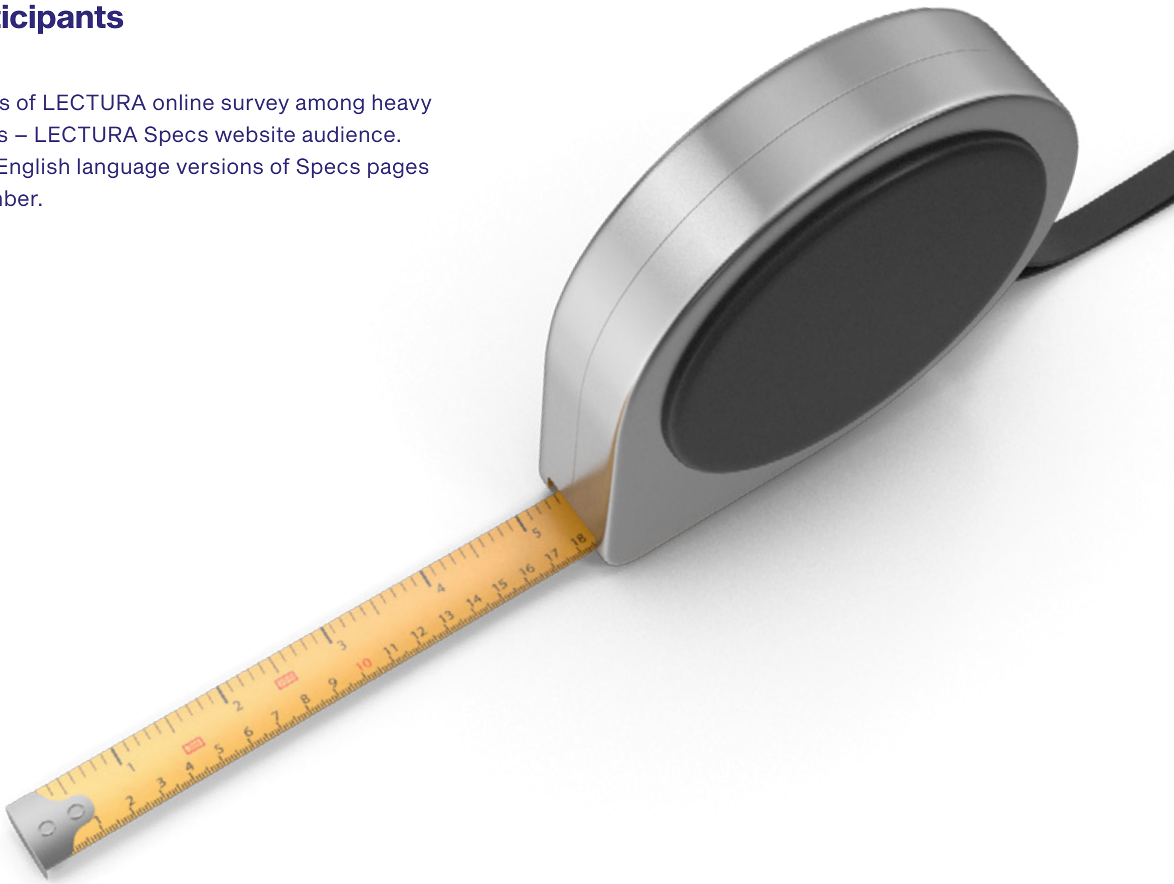
Anyone would probably be able to name a few brands from, for example, the automotive or fashion industries that he or she perceives as a premium brand – and there is a great possibility that they would be true based on many rankings, studies, whitepapers, public opinions, historical achievements, brand visibility through various sponsorships or other impactful activities. But what about the heavy equipment sector? There is no such complex study or report that would outline the brand awareness of appropriate manufacturers, mostly because of a limited contact between manufacturers and end customers.

Unfortunately, brands from the construction machinery industry in particular, lack the tools to measure client perception and satisfaction, which creates difficulties when it comes to adjusting their business strategies, in order to achieve better results.

Knowing that, we decided to do a favour for the industry and come forward with one of our biggest and most important market research projects: LECTURA BrandSurvey.

Methodology and Participants

The report is based on the results of LECTURA online survey among heavy equipment industry professionals – LECTURA Specs website audience. The survey was available on the English language versions of Specs pages from 8th September to 15th November.



52,644 respondents reviewing 892 brands.

from all around the world participated in the survey

From these,

92 most frequently reviewed brands were selected

to serve as the basis for the current paper as well as brand-tailored individual reports.

From brand perception to media visibility, LECTURA BrandSurvey redirects the attention of the audience right at the core of a business: its identity.

Through a set of 14 questions, we wanted to find out how customers from all around the world see heavy machinery manufacturers, what are the things that matter the most to them, how these brands chose to interact with their clients and what do they need to improve in order to maintain the trust of their current customers and gain that of new ones.

Besides creating a communication bridge between the most important players in the machinery industry (brands and their clients),

LECTURA BrandSurvey is a winning market research tool for both

The audience:

The participants had the unique opportunity to communicate, based on their personal customer experience, things that normally are not possible in a real-life situation: how they truly see brands, what they like and what they do not like about a certain brand, how they see the competition, how pleased they are of the brands dealers' network, etc.

&

The brands:

Have the chance to receive a clear, honest, comprehensive view about their brand awareness (how well they are advertised, if their communications strategies pay off in terms of media visibility, how often they interact with the audience and how, etc). Basically, the chance to find out and use in their own interest information that usually cannot be collected and interpreted at such a high scale elsewhere.

Most importantly, the valuable market data collected through LECTURA BrandSurvey can be transformed into better business strategies for the brands involved in it. Better business strategies will enable better decisions. And better business decisions will turn into better revenues. And that leads to growth.

PART 2:

Executive summary

In the following paragraphs, the general results are described to **outline how, in general, the brands were evaluated.** In addition, the dealership network, media visibility and from which sources people can draw information about brands are evaluated.

BrandSurvey 8. 9.–15. 11. 2021

52,644 reviews of 892 brands

(Construction, Agriculture, Material Handling, Transportation)

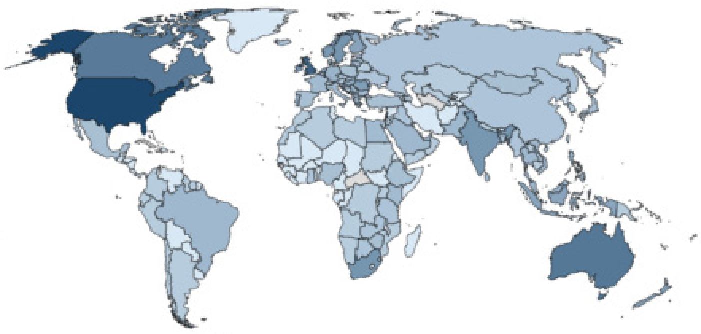
Survey sections:

- General brand evaluation
- Products and services
- Media visibility
- Online presentation
- Dealership network
- Competitors

92 most frequently reviewed brands (42,202 reviews in total)

(Specific sample sizes for each question may vary)

Respondents from all around the world



Europe (N = 16236):

Åland 3
Albania 90
Andorra 1
Austria 79
Belarus 25
Belgium 283
Bosnia and Herzegovina 90
Bulgaria 232
Croatia 420
Cyprus 76
Czechia 176
Denmark 600
Estonia 122
Faroe Islands 15
Finland 637
France 184
Germany 281
Greece 363
Guernsey 6
Hungary 377
Iceland 86
Ireland 1138
Isle of Man 14
Italy 162
Jersey 11
Kosovo 31
Latvia 153
Lichtenstein 1
Lithuania 218
Luxembourg 21
Macedonia 8í
Malta 40
Moldova 30
Monaco 1
Montenegro 26
Netherlands 510
Norway 995
Poland 129
Portugal 420
Romania 746
Serbia 288
Slovakia 177
Slovenia 312
Spain 120
Svalbard and Jan Mayen 1
Sweden 1167
Switzerland 62
Ukraine 65
United Kingdom 5156

Asia (N = 5398):

Afghanistan 17
Armenia 9
Azerbaijan 37
Bahrain 15
Bangladesh 114
Bhutan 6
Brunei 9
Cambodia 37
China 73
Georgia 45
Hong Kong 111
India 1086
Indonesia 612
Iran 2
Iraq 79
Israel 102
Japan 121
Jordan 34
Kazakhstan 24
Kuwait 40
Kyrgyzstan 5
Laos 41
Lebanon 39
Macao 4
Malaysia 263
Maldives 13
Mongolia 124
Myanmar (Burma) 65
Nepal 29
North Korea 1
Oman 52
Pakistan 213
Palestine 20
Philippines 286
Qatar 95
Russia 98
Saudi Arabia 206
Singapore 148
South Korea 89
Sri Lanka 120
Syria 1
Taiwan 68
Tajikistan 2
Thailand 208
Turkey 119
United Arab Emirates 258
Uzbekistan 27
Vietnam 206
Yemen 25

Africa (N = 2826):

Algeria 45
Angola 42
Benin 3
Botswana 66
Burkina Faso 8
Burundi 9
Cameroon 12
Cape Verde 3
Central African Republic 1
Chad 2
Congo 30
Djibouti 8
Egypt 185
Eritrea 4
Ethiopia 118
Gabon 10
Gambia 1
Ghana 77
Ivory Coast 13
Kenya 184
Lesotho 15
Liberia 8
Libya 42
Madagascar 12
Malawi 5
Mali 8
Mauritania 11
Mauritius 31
Mayotte 1
Morocco 31
Mozambique 48
Namibia 49
Niger 1
Nigeria 136
Republic of the Congo 2
Rwanda 5
Reunion 4
Senegal 5
Seychelles 8
Sierra Leone 16
Somalia 14
South Africa 1125
South Sudan 7
Sudan 36
Swaziland 22
Tanzania 101
Togo 1
Tunisia 13
Uganda 40
Zambia 75
Zimbabwe 127

North America (N = 13456):

Anquilla 3
Antiqua and Barbuda 2
Aruba 3
Bahamas 15
Barbados 20
Belize 12
bermuda 4
Bonaire 4
British Virgin Islands 1
Canada 2715
Cayman Islands 2
Costa Rica 20
Curacao 6
Dominica 2
Dominican Republic 20
El Salvador 7
Greenland 10
Grenada 1
Guadeloupe 2
Giatemala 21
Haiti 4
Honduras 12
Jamaica 37
Martinique 1
Mexico 120
Nicaragua 4
Panama 14
Puerto Rico 29
Saint Bethelémy 2
Saint Kitts and Nevis 3
Saint Lucia 12
Saint Martin 1
Saint Vincent and the Grenadines 2
Sint Marteen 3
Trinidad and Tobago 30
Turks and Caicos Island 2
U.S. Virgin Islands 1
United States 10309

Oceania (N = 3773):

American Samoa 10
Australia 2994
Cook Islands 3
Fiji 18
French Polynesia 9
Guam 15
Kiribati 1
Micronesia 1
New Caledonia 5
New Zaeland 672
Norfolk Island 1
Northern Mariana Island 1
Palau 1
Papua new Guinea 36
Samoa 2
Salomon Islands 1
Tokelau 1
Wallis and Futuna 1

South America (N = 528):

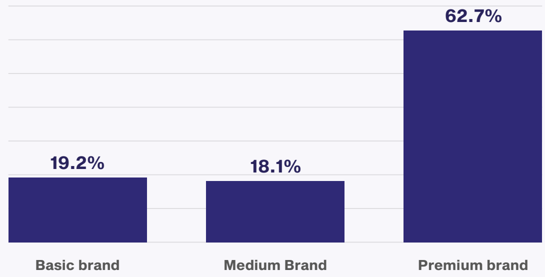
Argentina 46
Bolivia 8
Brazil 226
Chile 34
Colombia 52
Ecuador 23
Falkland Islands 1
French Guiana 1
Guyana 26
Paraguay 7
Peru 38
Suriname 36
Uruguay 14
Venezuela 16

1 How do you consider this brand to be in general?

The worldwide data indicate regardless of the specialization of the brand people tend to review the brands **rather positively.** On a scale from 1 as the basic level to 5 as the premium level, the mean value 3.6 represents people perceiving the brand quality more than standard.

Simply 5 from 10 survey respondents rated the brand as of **premium quality.** On the contrary, only two from 10 people rate the brand as of a basic quality speaking for a general satisfaction with evaluated brands.

Average brand evaluation



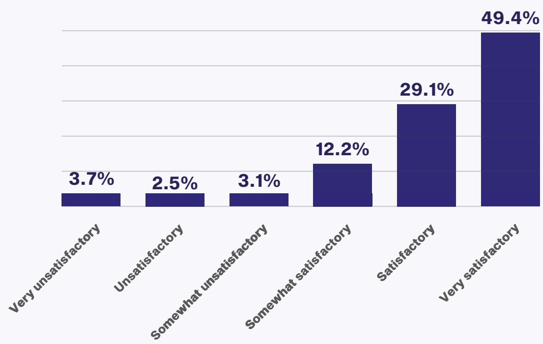
2 How would you rate this brand's dealership network in your country?

Brand quality is affected by many factors - the quality of the products, availability and accessibility of additional services, like spare parts supply or dealership network.

These days brands have many options for getting products to customers. An option used by many manufacturers is a dealer or distributor network to do the selling for them. Dealers and distributors provide that personal relationship that builds loyal customers and, ultimately, increases sales.

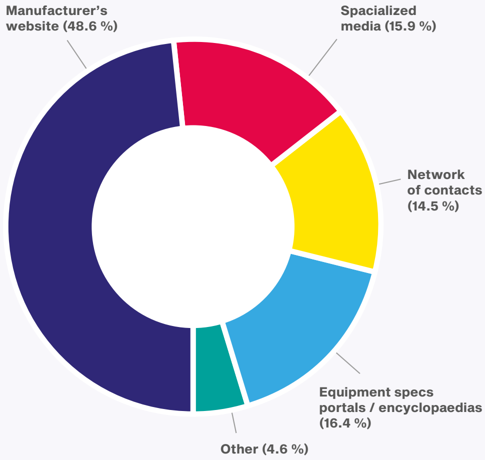
In this survey, **87.9% of respondents are satisfied** with a dealership network of the evaluated brand in their country.

Average satisfaction



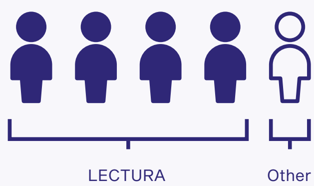
3 Where do you mostly look for information about this brand and its products/services?

On the one hand, the media serves as a source of information about brands, but not the only one. In this survey, only 15.9% claimed they prefer media; the rest would go for another source. Especially **manufacturers' websites are of high popularity** and the number one choice of almost half of the respondents (48.6%). Equipment specs portals as the second most preferred information source were selected by 16.9%, followed by a network of contacts (14.5%), referring to the reliance on other people's references and experience.



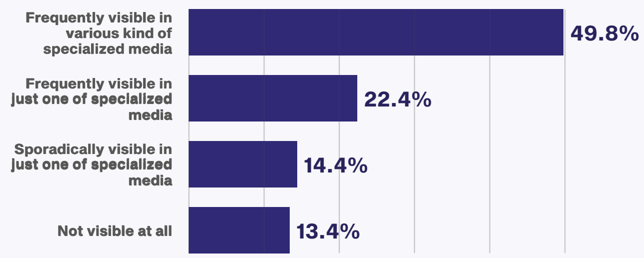
4 Which one? (Specialized media + Equipment specs portals/encyclopaedias)

As follows from the text above, about a third of people would look for information in equipment specs portals or in specialized media. **We are pleased the survey results show 4 from 5 people would choose LECTURA.**



5 How do you consider this brand to be visible in the media?

Visibility is the cheat sheet to brand success. The public needs to know the brand exists before they can ever consider buying its products. Successful brands today have to master using both traditional and digital media as well as various kinds.



Despite this, almost 20% of the survey respondents have not noticed the brand they were evaluating in any kind of specialized media – and on the contrary, the integrated marketing (referring to the visibility of the brand in many kinds of media) appears to be **mastered in circa 40% only.** Does it mean the brands have to invest more in increasing their visibility? Or are the respondents just oblivious to the media presentation of the brands?

PART 3:

Global results: Construction & Lifting

In this chapter, the most interesting findings of the construction & lifting equipment manufacturers are summarized.

Based on 24,971 reviews of 48 brands from respondents from 209 countries from all around the world, the data may bring us valuable insights on how people within the industry perceive not only the quality of manufacturers products and related services but also on how are these subject to able interact with their (potential customers) via media and other information channels.

1 How do you consider this brand to be in general?

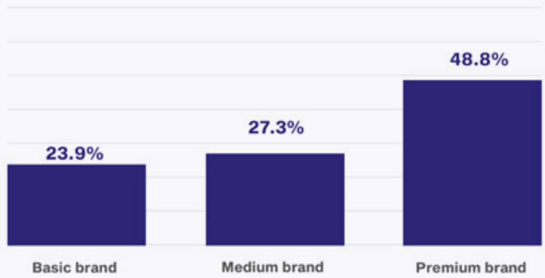
In general, construction and lifting equipment manufacturers are perceived rather positively. Almost **50%** of respondents evaluated the brand they were rating as a brand of **premium quality.** About a third think construction and lifting manufacturers would need to improve to some extent – thus, review the brand to be on a level of a medium quality. Only about **23%** claimed the brand they were evaluating should be rated as a **basic.**

On average, on a scale from 1 to 5 (1: basic brand – 5: premium brand), the **construction and lifting equipment manufacturers receive the rating of 3.52,** which again confirms such brands are better perceived positively, leading to the fact they are able to both, provide the customers with products and services of high quality and at the same time leave a positive impression/feeling from the brand presentation.

Speaking about particular brands, in the construction and lifting sector, there are **top 5 brands that far exceed the average.** Such best performing brands were the following: **Liebherr: M = 3.94; Caterpillar: M = 3.87; John Deere Construction: M = 3.84; Kubota: M = 3.74; Volvo: M = 3.70).** All these brands have in common that more than 50% claimed these brands are of premium quality.

Such high ratings are explained by the replies to the following questions.

Average brand evaluation



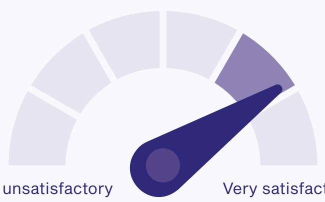
1	Liebherr	3.94 out of 5
2	Caterpillar	3.87 out of 5
3	John Deere Construction	3.84 out of 5
4	Kubota	3.74 out of 5
5	Volvo	3.70 out of 5

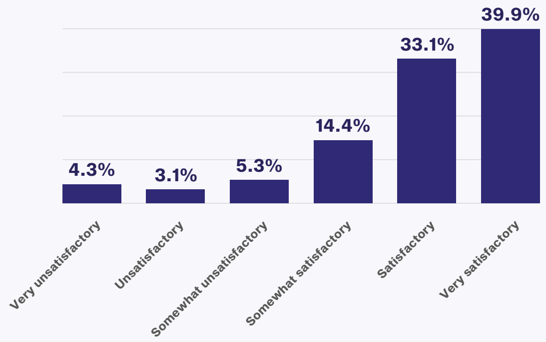
2 How would you rate this brand's dealership network in your country?

It is usually up to dealers to engage with the customers. Thus, dealers especially take a considerable part in creating opinions about the brand and affecting the perception of the manufacturer. The way the dealer communicates with the customers is one thing. On the other hand, people are more concerned about factors like the availability and accessibility of dealers´ services.

In the construction and lifting industry, **87.4% of respondents are to some extent satisfied** with a dealership network in their country. Actually, **39.9% would even rate the dealership network as very satisfactory.** On a scale from 1 to 6 (1: very unsatisfactory – 6: very satisfactory), **the average is 4.88.** This indicates there are only a few people that have a negative experience with the dealers in their country.

Average satisfaction

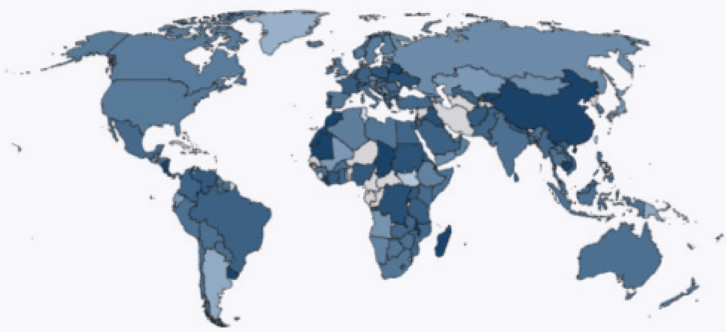




On a level of specific brands, the brand with the best dealership network are **Atlas: M = 5.61; Avant Tecno: M = 5.42; Bell: M = 5.34; Bobcat: M = 5.33; Bomag: M = 5.29.** Interestingly none of the top 5 brands in the previous rank appeared in this rank. On the other hand, it could be explained by the fact that for global brands it might be difficult to maintain the quality of dealership networks in all countries (compared to brands that better focus on operating in specific regions only).

Regarding specific regions and countries, the most satisfied respondents come from Europe (Belarus, Ukraine, Poland; but also Portugal and France), China and partially also Latin America (Uruguay, Brazil, Venezuela, Costa Rica) and Africa (Madagascar, Mauritania, Chad). On the other hand, in Europe, the improvement would be appreciated in Czechia and Slovenia. Also, in Russia, Kazakhstan, Japan, and Argentina, construction brands need to densify their dealership network.

1	**Atlas**	**5.61 out of 6**
2	**Avant Tecno**	**5.42 out of 6**
3	**Bell**	**5.34 out of 6**
4	**Bobcat**	**5.33 out of 6**
5	**Bomag**	**5.29 out of 6**

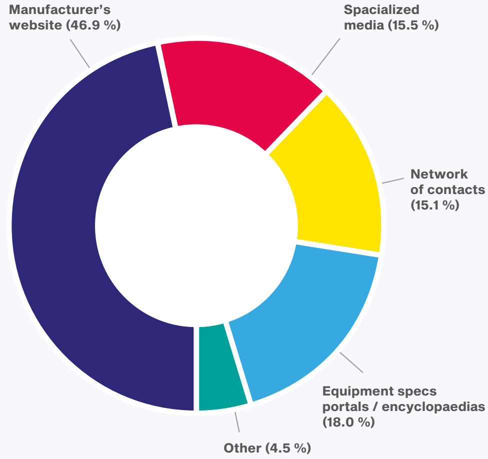


3 Where do you mostly look for information about this brand and its products/services?

There is a growing tendency to rely on websites when looking for information, with no exception when it comes to searching for information about construction and lifting equipment manufacturers. **According to 46.9% of respondents, the websites serve as the primary source.** Probably, because of frequent updates that prevent the information on the websites from becoming obsolete.

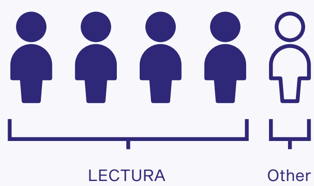
The second most popular source of data is **equipment specs portals/ encyclopaedias, chosen by 18 %** of survey participants. On the contrary to manufacturer's websites, these usually summarize information about various brands, including specs information as well as comparison of similar products of different brands.

About the same percentage of respondents state they search for information about construction and lifting brands in specialized media and via their **network of contacts,** respectively. Such results reveal that although digital media, magazines, etc., make a considerable impression, they do not usually serve as the primary source when looking for construction & lifting related information.



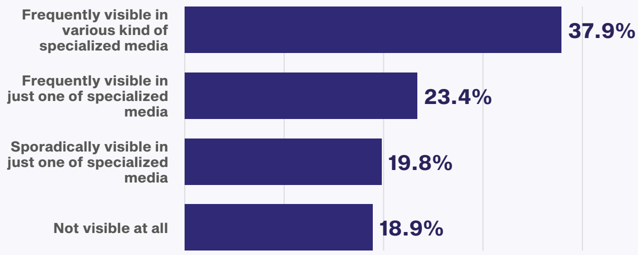
4 Which one? (Specialized media + Equipment specs portals/encyclopaedias)

Since LECTURA aims to provide its audience with both a comprehensive encyclopedia with various models´ specs as well as with up to date press releases, reports and magazines, it is a pleasant surprise how many people consider it as their primary source. In the case of construction, **79.3% of people prefer LECTURA** over other such channels. Actually, if we imagine 5 people browsing through the internet looking for a reliable and up-to-date specs portal, **four of the five choose LECTURA.**



5 How do you consider this brand to be visible in the media?

Almost **40% of respondents** consider construction and lifting equipment manufacturers to be **frequently visible in various kinds of social media.** There is no doubt that construction and lifting, as the leading sector in the heavy machinery industry, consider visibility among media as being of high importance. About 20% of respondents claim it is either frequently visible in just one specialized media or at least sporadically visible in just one specialized media.



Even though **81.1% of surveyees claim they are to some extent aware** of construction and lifting equipment manufacturers´ content in media, there is still **18.9% of people who do not think so.** Why is it so? Did not some companies identify any of the potential target groups? Do they prefer a kind of media where some people are not used to searching for information? Since these numbers represent the average for the entire construction and lifting sector, there is evidence some brands would need to improve their (promotion) strategy.

[Brand]

Of the total 52,644 replies received in LECTURA online survey from 8th September to 15th November, [Brand] received 817 reviews from 95 countries from all around the world. Most replies were received from the United Kingdom, followed by the United States in second place and Australia.

[Brand]

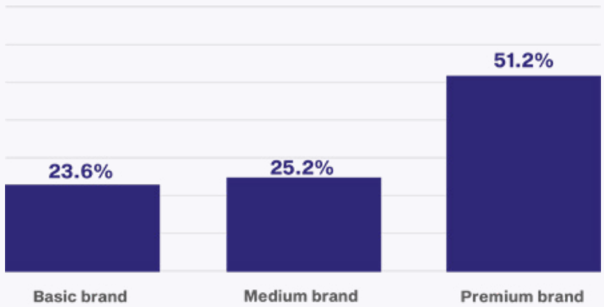
1 How do you consider this brand to be in general?

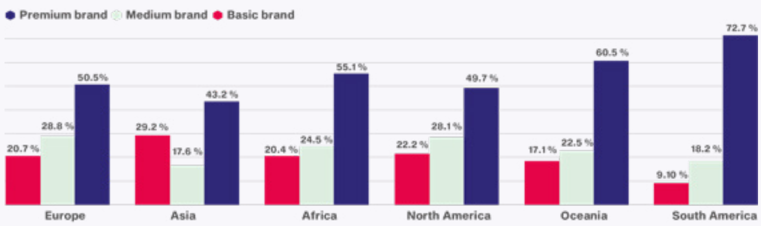
Over a half of the survey participants, **51.2%, consider [Brand] to be a premium** (top tier) brand. Medium brand rating was the choice for 25.2% of people. Nevertheless, **23.6% of the survey respondents stated that the manufacturer is rather a basic brand.** On a 5-point scale, **the average rating equals 3.55 points.**

The regional results of the brand rating reveal very interesting findings. The highest percentage of respondents who marked [Brand] as the premium brand come from **South America: over 72.7%** of people. The region of the company's origin, shows that over 43% of surveyees described [Brand] as the premium brand. On the other hand, almost 39% of respondents claimed that the manufacturer is a basic brand, **outlining high expectations and demands from the Asian customers.**

The **demographic diversity of the most satisfied visitors** confirms the popularity of the brand throughout the world as the users come from Germany, Poland, Czechia, Serbia, Kazakhstan, Chile or e.g. Guatemala.

Average brand evaluation





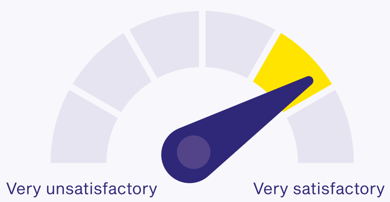
[Brand]

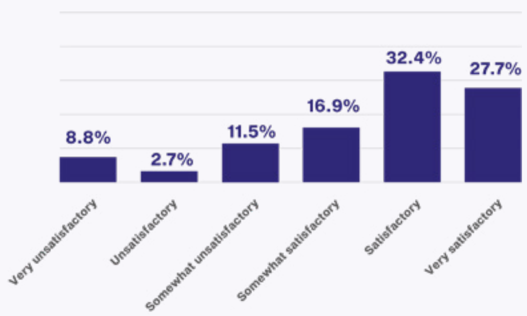
2 How would you rate this brand's dealership network in your country?

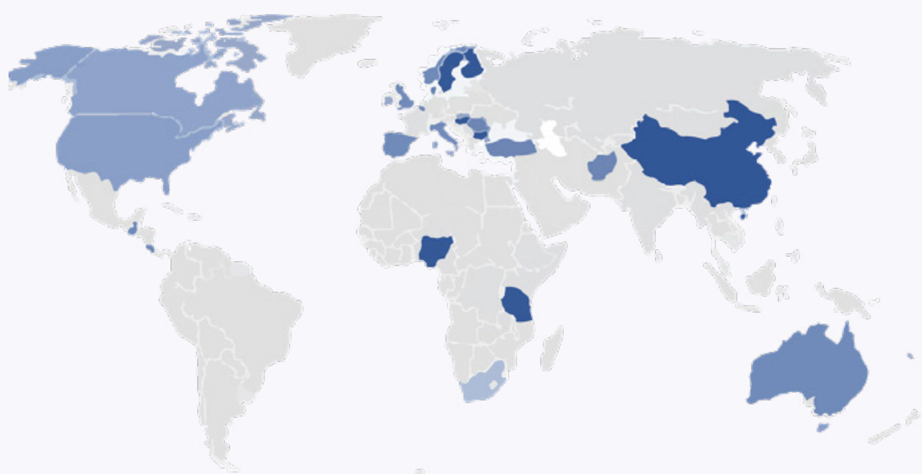
According to the results, people perceive [Brand] as a brand with a quite strong dealership network as almost **77% of respondents** rated the manufacturer's dealership network **somewhat satisfactory or better.** Moreover, almost **28% of survey participants gave the highest possible ranking** - very satisfactory. Another 32.4% of people see the brand having a satisfactory network of dealers in their country. On the other hand, 8.8% of customers would appreciate a massive expansion of the dealer network as they selected a very unsatisfactory rating.

Regarding specific countries and regions, the most satisfied customers come from Scandinavian countries (Finland, Sweden), China, Australia, Hungary, Bulgaria, Tanzania or Nigeria.

Dealership network satisfaction



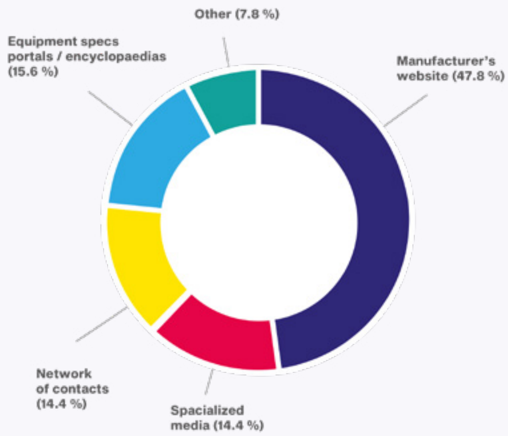




[Brand]

3 Where do you mostly look for information about this brand and its products/services?

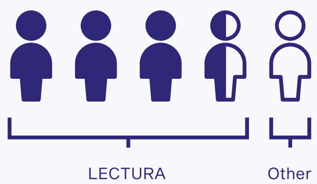
Almost a half of the survey respondents **(47.8%) tend to look up information about the construction company directly on the manufacturer's website.** This finding outlines that the visitors of [Brand] machines appreciate the value of the original content from the OEM. Equal number of surveyees (14.4%) either regularly check specialized media or use their network of contacts. Up to 15.6% of survey respondents favor equipment specs portals and encyclopedias. All in all, **the most important source of information about [Brand] remains the manufacturer's website,** although people also use alternative sources of information about [Brand] such as specs portals, specialized media or networks of contacts.



4 Which one? (Specialized media + Equipment specs portals/encyclopaedias)

Following on from the previous question, the survey questionnaire required to specify what kind of specialized media or equipment specs portals do the users prefer. We are proud to confirm that **70.8% of them chose LECTURA**. Our vast database with machinery specifications attracts over 1.2 million professionals from the industry every month.

In other words, roughly **7 out of 10 people prefer LECTURA prior to any other specs portal/specialized media.**

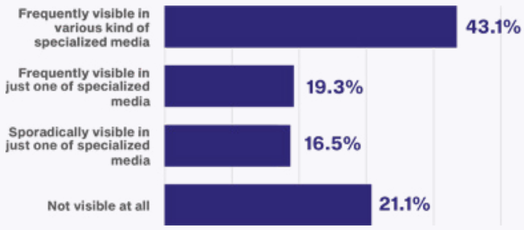


[Brand]

5 How do you consider this brand to be visible in the media?

The evaluation of results reveals that [Brand] is overall quite visible in the media. Over **43% of surveyees claimed that [Brand] is frequently visible in various kinds of specialized media.** Secondly, 19.3% of participants stated that the construction manufacturer is frequently visible in just one specialized media, acknowledging that the advertisements are rather easy to spot. The above mentioned facts confirm that [Brand] **invests a lot of resources to attract readers** of various specialized media from the industry. Moreover, 16.5% of surveyees marked [Brand] as sporadically visible in just one specialized media that may be affected by regional differences and possibilities. It is quite surprising that **over 21% of people marked [Brand] as a non-visible company** in specialized media, which is potentially a high number:

1 out of 5 readers has not seen any advertisements from the construction OEM in the previous months, confirming that [Brand] could be spending more resources or invest into different regions and markets in order to bring more visibility for the brand.



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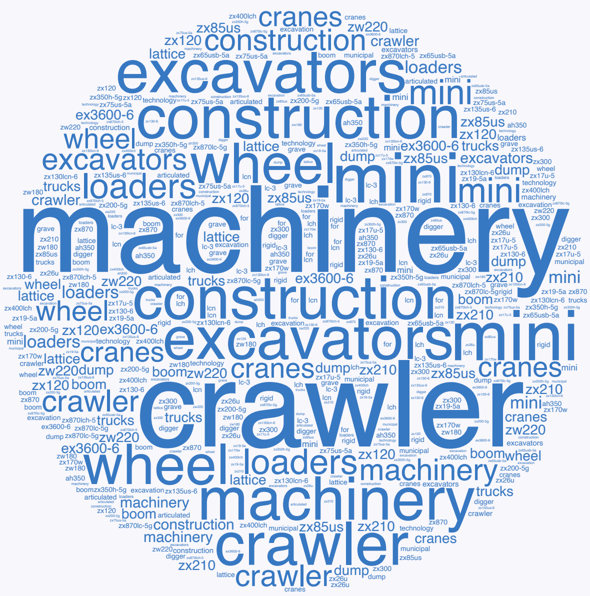
[Brand]

6 What machine type (category/class/model) do you consider to be the best product of this brand?

According to survey participants, **crawler excavators are considered the best product** of [Brand] as of the the category level. **Mini excavators are the second most popular products**, followed by wheel loaders, wheel excavators and crawler cranes (lattice boom) in that particular order. Customers of [Brand] clearly favour earthmoving machines, especially excavators of various types and sizes, which are the key products of the manufacturer.

On the model level, the survey respondents marked the **crawler excavators** [**Model**], [**Model**]**,** [**Model**] **and** [**Model**] **the best models** of the heavy machinery OEM. The [**Model**] mini excavator was chosen as the most popular compact model. In the wheel loader category, the [**Model**] was the top rated machine. Last but not least, the [**Model**] and [**Model**] crawler cranes were selected as the best products representing the lifting sector.

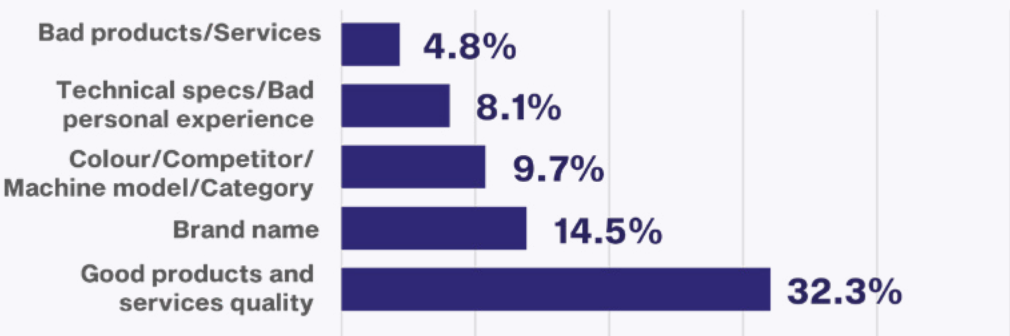


1. **Crawler excavators**
2. **Mini excavators**
3. **Wheel loaders**
4. **Wheel excavators**
5. **Crawler cranes – Lattice boom**

[Brand]

7 When you think of the brand, what comes to mind first?

The heavy machinery brand is one of the biggest manufacturers of construction equipment, especially excavators and wheel loaders. As the results indicate, the majority of respondents **(32.3%)** seems to have a positive feeling about the construction brand as the first words that come to mind are connected to **good products and experience** - efficiency, reliability and services. Quite surprisingly, **the second most frequent answer was the company's name (14.5%)**. That can be a good sign, showcasing the strength of the company's brand identity and visibility. Identically 9.7% of surveyees thought about a specific machine model or category, brand's main colour or a specific competitor when thinking about [Brand]. The detailed analysis reveals that the surveyees frequently mentioned excavators and construction machinery, the [Model] wheel loader and its typical colour. Regarding the competitors, Caterpillar and Komatsu were the two most frequently picked rivals. On the other hand, **8.1% and 4.8% imagined bad personal experience and bad products/services**, respectively. Lack of support and limited spare parts availability were the biggest issues in the eyes of survey participants.



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[Brand]

8 What other brand do you consider the most similar to the brand you are currently evaluating considering both the products portfolio and client’s approach?

Overall, **Komatsu was chosen by the surveyees as the most similar brand** to [Brand]. This result underlines the regional rivalry and importance of the local region. Both manufacturers offer a similar product portfolio in the construction category, even though Komatsu offers a wider selection and may be more popular globally. **The following positions are occupied by Caterpillar, Kobelco and Doosan**, in that particular order. These companies are direct competitors of [Brand] across all regions and markets around the world. Lastly, **13% of survey respondents claimed that no brand is similar to [Brand]**, considering both the product portfolio and client’s approach.

Moreover, **the pattern of regional rivalry and strong influence on the domestic market can be followed across specific regions**. Surveyees from [Brand]’s domestic region, chose Komatsu, followed by Kubota, as the closest competitors of [Brand]. Komatsu is, together with Doosan, seen as the closest brand to [Brand] also by African survey participants.

Respondents from Americas and Oceania favour Caterpillar over Komatsu as the most similar brands. The situation is completely different in the European region: The results are very levelled as 5 manufacturers reached the same amount of votes (Case, Kubota, New Holland, Volvo and Caterpillar). To sum up, the results stress out the importance of the local market for any manufacturer, not only because of the wide client base, but also due to brand awareness.

1. Komatsu
2. Caterpillar
3. Kobelco
4. Doosan
5. None

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[Brand]

9 Is there any brand providing the same/similar kind of service/ product you would rate better than the brand you are currently evaluating?

The majority of survey participants, **71.4%, are satisfied with [Brand] and its products and see no brand with a better service or product**. In other words, more than 7 people out of 10 think [Brand] has the best model in the evaluated heavy machinery category on LECTURA Specs. **On the other hand, the remaining 28.6% believe that there is a better brand** than the construction manufacturer and offered their feedback on what should be improved. **Personal preference, larger product portfolio, outdated features and worse models compared to the competition** were the most frequently mentioned issues seen by survey respondents. The overview of the feedback including specific brands is shown in the graphics.

Why do you prefer the brand over [Brand]?

[Brand]

- Cat is more durable
- Better products and customer support
- In general, better excavators

[Brand]

- Spare parts
- Overall better

[Brand]

- Customer relationships personnel are better
- Larger company
- Larger portfolio of products
- Better products and customer support

[Brand]

- Personal preference

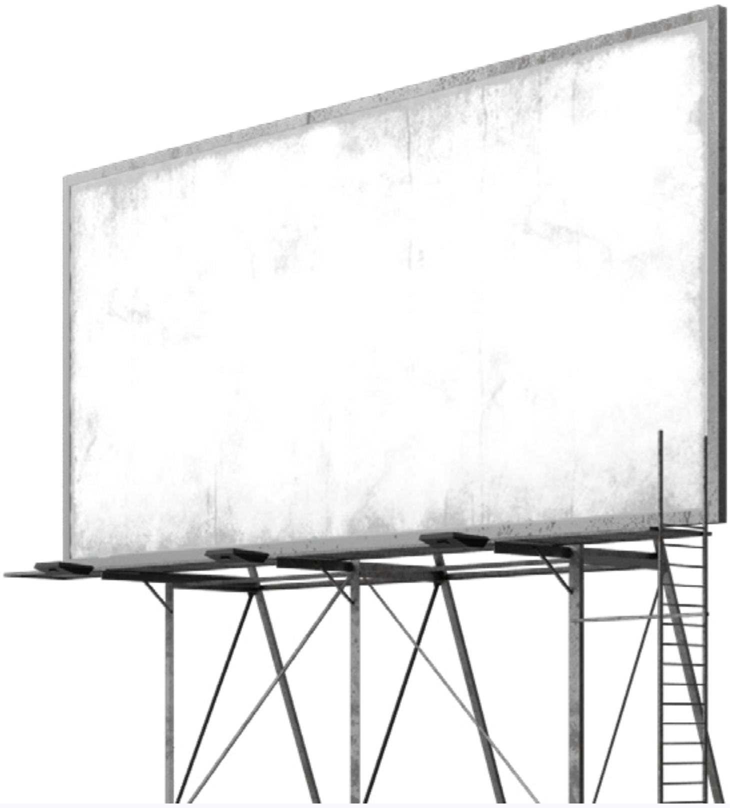
[Brand]

- Simple preference

[Brand]

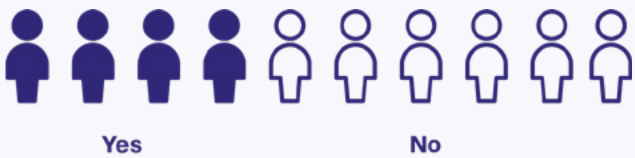
- Bad hydraulic pumps
- Controls aren't as refined as in the case of other brands
- Loses power when tracking and using sticks at some time due to one hydraulic pump
- No Bluetooth or hands free for phone setup compared to other brands
- Uncomfortable seats and no area to hang peace bag
- Generally, well behind other leading brands and outdated in cab setup

[Brand]



10 Recently, have you seen any advertisements for this brand in specialised media?

According to the results, **58.3% of respondents do not remember seeing an advert** in any specialised media. Slightly less survey participants, **41.7%, confirmed that [Brand]'s advertisement was featured in a specialised media**. Simply, 4 out of 10 people have recently seen [Brand]'s ads. The construction manufacturer is spending a significant amount of money to enhance the visibility of the brand, however, probably only on a regional level. Furthermore, [Brand] may not prioritise specialised media anymore and focuses on using other types of channels for its brand awareness.



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[Brand]

11 Through which channel was it presented?

Two-thirds of survey respondents **(66.7%) claimed that the advertisement of [Brand] was presented solely on digital channels**. This indicates that the manufacturer currently focuses on online marketing where it sees the biggest potential for the future. Another **26.6% of surveyees remembered examining the adverts both in print and digital media** and only **6.7% stated that the ads were just in the print channels**. The data showcases a clear transition from traditional print channels to more developed digital channels in order to catch up with the latest trends and possibilities. Compared to the classic print advertisement, the digital channels offer a variety of distribution possibilities, enhanced visibility and ease-of-use. Furthermore, the majority of readers nowadays prefer to open news on their mobile devices.

Print	Both (digital and print)	Digital
6.7%	26.6%	66.7%
		General ad about [Brand]
		[model] wheel loader with technical specs
		YouTube video about the company's products

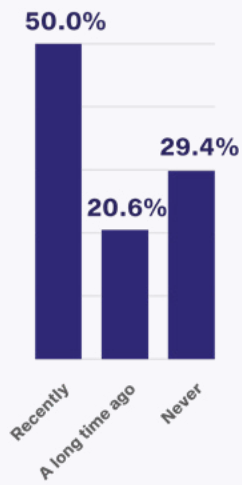
[Brand]

12 What was communicated in these commercial ads?

Those survey participants who observed **print commercials of** [**Brand**] **were unable to describe its content.** On the other hand, those who have seen the **digital advertisement remember more details**: They claimed to explore general ads about marketing of the OEM, spotting ad featuring the [Model] wheel loader and its technical specifications or a YouTube video with highlights of [Brand] products. The results outline the success of digital content compared to older print options - the audience had difficulties remembering the printed advertisement, but managed to bring up information about digital advertising that is easier to share and thus offer enhanced visibility compared to the traditional format.

13 Have you ever visited the webpage of the brand?

Up-to-date and convenient webpage is the core of every large company nowadays. It is the main marketing tool and entry gate for users that can be potentially turned into customers. Furthermore, it is the first connection between the manufacturer and its current customers. Exactly one half of the survey participants **(50%) have recently visited the webpage of** [**Brand**]. This is a good sign for the manufacturer, because it signals an active audience who is used to visiting the webpage quite often and considers it a first source of information about the brand. Next, 20.6% of people admitted visiting the manufacturer's website, but a long time ago. Finally, **29.4% of the respondents have never visited the online site**. They are either not interested in additional information about [Brand] or choose to approach different media channels.



[Brand]

14 Have you found all the information that you were looking for on the webpage?

It is important to provide reliable and interesting information on the company's webpage in order to keep the audience. Most of the surveyees **(62.5%) were able to find the desired information** on [Brand]'s website. On the other hand over one-third of people **(37.5%) were not satisfied with the provided information** online. In other words, 6 out of 10 users have found all the information on the webpage of [Brand]. The users who were not pleased were presumptively looking for a different kind of information or something too specific.

[Brand]

15 Please share a few things the brand you are currently evaluating can do better

The survey participants were eager to provide valuable and specific information on what could [Brand] improve regarding its services or product portfolio. The majority of survey respondents would welcome **more powerful machines with advanced features and quality of services**. According to the audience, [Brand] should improve its branding and promotion activities, offer cheaper products in general, make the machines more robust, provide entry level finance deals, better serviceability or safety features. Other users would appreciate more information about the company and products on its website, expanded dealership in Sweden, more tear-out force of the excavators, more comfortable seats, bluetooth support for phone set up, lower AdBlue consumption, improved joysticks (compared to JCB, Case or Kobelco) or more space or compartment for a phone.

Premium versions

Would you like to discover insights on 17 other brands?

The premium versions include additional questions (6-15) and the corresponding results:

6. What machine type do you consider to be the best product of this brand?
7. When you think of the brand, what comes to mind first?
8. What other brand do you consider the most similar to the brand you are currently evaluating considering both the products portfolio and client's approach?
9. Is there any brand providing the same/similar kind of service/product you would rate better than the brand you are currently evaluating?
10. Recently, have you seen an advertisements for this brand in specialised media?
11. Through which channel was it presented?
12. What was communicated in these commercial ads?
13. Have you ever visited the webpage of the brand?
14. Have you found all the information that you were looking for on the webpage?
15. Please share a few things the brand you are currently evaluating can do better

A

Premium content

Individual brand report

- Get the full single company report for one of the 17 remaining brands
- Includes results for questions 1-15
- Over 30 pages of content
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B

Premium content

Complete brand report

- All in one - get the full compilation of all the results for 18 construction companies: **Caterpillar, JCB, Komatsu, Volvo, Kubota, Case, Bobcat, Liebherr, Doosan, Hyundai, Hitachi, Manitou, Yanmar, Takeuchi, Bomag, Kobelco, Wacker Neuson, John Deere Construction**
- Includes results for questions 1-15
- Features unique comparisons of each brand vs the construction industry and the brand vs its closest competitors, based on the survey results
- More than 330 pages of content

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