

Eva Muhr

has successfully participated in the practice project for Europcar Autovermietung GmbH Germany, within the Elective Module II - Services Marketing – of the Brand Academy Master's Degree 2017 in International Brand Management.

Over a period of four months, the students were asked to work on the following task:

“How to strengthen and develop Europcar’s brand loyalty in the highly competitive German car rental market?”

The project scope consisted of a deep 5C analysis of the car rental services sector and its consumers, a positioning concept for the Europcar brand and a marketing strategy to improve brand loyalty. The results gave answers to the following questions:

- What consumer segments pose the best potential for car rental services?
- What does the customer journey of a car rental service ideally look like?
- Who are the current core customers of Europcar and how loyal are they?
- How do current customers perceive the service quality of Europcar?
- How did the team experience the customer journey? (Mystery Shopping)
- What are the strengths and weaknesses of the different touchpoints?
- How does the marketing mix perform versus Sixt best practices?
- What specific marketing recommendations does the team have, to strengthen loyalty?
- What is the core value proposition that distinguishes Europcar in the market?

The project results were presented to a jury consisting of Europcar Marketing and Sales Managers, the course lecturer and a Professor of the Brand Academy.

The presentations were very well prepared and presented in a highly professional style. The recommendations were well reasoned based on extensive research and analysis, demonstrating the students' deep understanding of brand management in the service sector. The team gave us much inspiration for our future work.

We would like to thank the students for their work, interest, engagement and time they invested in our project.

Hamburg, September 27th, 2017

A handwritten signature in blue ink, appearing to read "Kai Ullner".

Kai Ullner
Director Human Resources