

MARKETING STRATEGY AND COMPETITIVE POSITIONING

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Introduction

Marketing Strategies are a significant factor behind the growth of a company. Applying a better marketing strategy enables a company to have a better competitive advantage over the others in the business. Marketing helps in creating an increasing demand for the existing products as well as the new products on the line, which influences the lifestyle of various people in the society. Marketing also helps in the transfer movement and exchange of goods between a company and its buyers that enables the better selling of Products and allows the customers to be aware of the products.

The strategies of Aston Martin are one of the best making the company one of the best automotive brands in the world.

Background of the company

Aston Martin is a globally used luxury brand and one of the market leaders in manufacturing luxury sports cars. The brand has been symbolized as a mark for exclusivity, elegance, power, beauty and is observed to follow an exceptional Standard of styling and design. Their cars sit mainly in the HLS car market and their leadership position is supported by the award-winning designs, premium engineering, and excellent technologies creating distinct model line-ups. The car company's rich history and heritage help them to formulate some awe-inspiring cars defining Aston Martin as a unique brand in the automotive industry (Aston Martin, 2022).

The first Aston Martin had been crafted more than 100 years ago and was founded by Lionel Martin and Robert Bamford. The first car by Aston Martin was made in a small London Workshop. The company's main motive behind their manufacturing of cars was their admiration for the beautiful and the two makers coming together posed this as their earliest expression. The two makers Lionel Martin and Robert Bamford had a love for engines, cars, and racing, and the name Aston Martin was given to the company after a single motoring event in the Buckinghamshire of England when Lionel Martin took on the Aston Clinton Hill Climb race and won it. The car has found exquisite success in the 1922 French Grand Prix, to the 24-hours of LeMans winning DBR1 in 1959 and the Monza success of the DB4GT are some of their most notable cars performing at

high levels of competitive racing (Heritage, 2022). The car also finds itself to an iconic pop-culture reference in the writings of Ian Fleming, James Bond.

Marketing Concepts and Strategies

Aston Martin has been truly a standard for people opting for a premium sports car. The company has been thriving for over a hundred years and has been associated with premium making and distribution of their cars in the market. The company has rivalled the likes of people choosing cars like Ferrari, Lamborghini, Mercedes-Benz, and BMW, which are some of the important market holders, and provided their products to the customers for a much premium experience and providing a competitive advantage over the others. The classiness amalgamating with the power of the engines and features makes the car an impeccable contender in the automobile sector of the market in the UK as well as in the international markets.

Marketing strategies can be summed up as Market Penetration Strategy, Market development strategy, Product development strategy, and Diversification strategy. The market penetration strategy has already been applied as the company has thrived for more than a hundred years it's now been observed to diversify and develop the market in several ways. The question of how services can add value has been increasingly attracting the manufacturing firms, highlighting the competitive advantages cannot be simply safeguarded by the technical improvements to physical developments. The different automobile firms to provide services to the customers rather than only the products to streamline the revenues of the company (Ziaee Bigdeli, 2018) have extensively used Servitization or strategies of service provisions. Digital marketing has also been one of the common strategies that are being observed to be used by the company to provide more brand exposure of the company in the automobile markets. Unlike any other automobile company, the company also emphasizes digital marketing and with this digital marketing their website plays a vital; part and the media attention that the company receives is also one of the important strategies in their marketing. The new DBX cars by Aston Martin has already continued to uphold the market of Aston Martin, the SUV has accounted for approximately 50% of sales of the company in the final quarter of 2019 (Autocar, 2022).

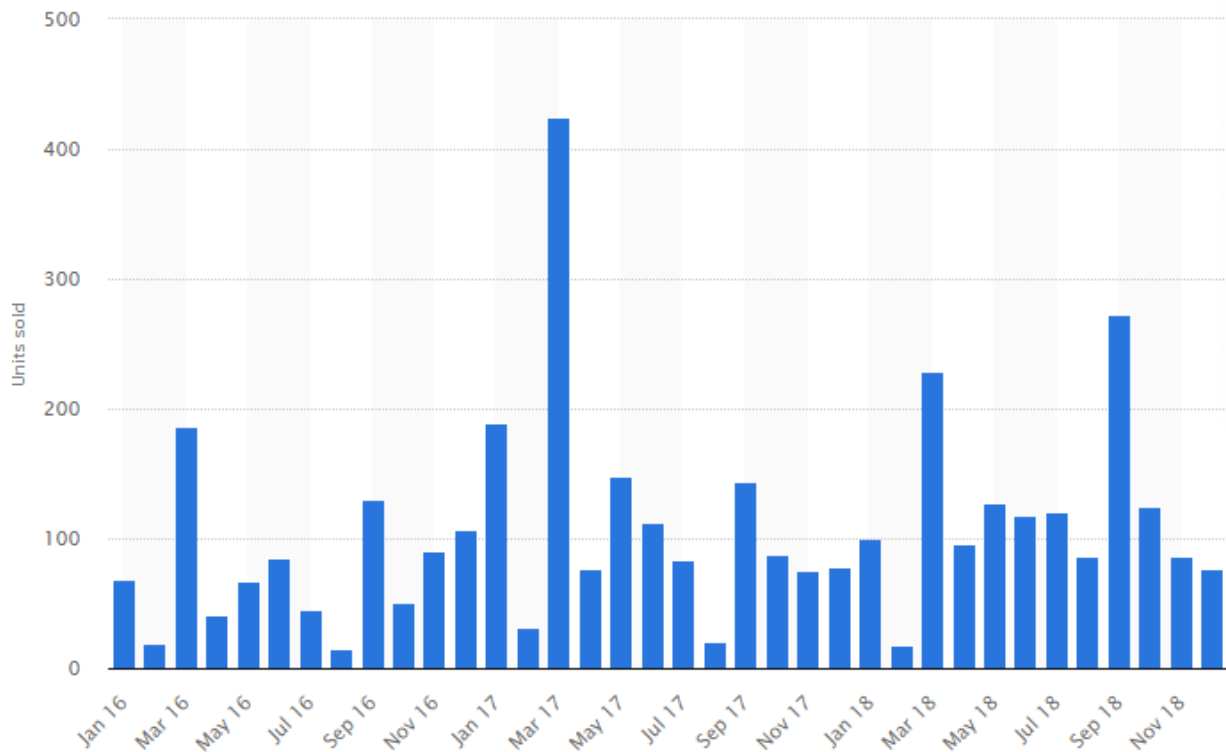


Fig 1: Sales of Aston Martin Cars from 2016-2018
Source- (Statista)

Marketing Process

Aston Martin can be considered as the leading automobile manufacturer of the UK. the process of marketing goes through various stages. Marketing processes involve the effective usages of marketing tools and properly implementing the market. The few marketing tools that find notable usage for Aston Martin are:

Earned Media

This type of media includes Magazine articles, TV interviews, and Social media influencing. A third party choosing a company over the lot can be an effective tool for marketing the products of the company. However, Aston Martin's product loyalty needs no introduction. Influencing by social media or print media has proven to be helpful for the marketing of the products by Aston Martin.

Behaviour-Based Communications

As the industry is flooded by technological advancements the company needs to PR its products to meet the demands of the customers. Data-driven decisions can now be made to guide messaging, content marketing, and crisis communication (Forbes, 2022).

High Targeted Content for Target Audience

Marketers is more focused on making the content for segmented customers and treating them in small groups. Cars by Aston Martin do not target the entirety of the population but belong to the more upper class of the society that can afford the cars. The cars are premium and the content messages focus on the premium buyers of the country and their international markets.

Usage of Social media

The ready access and the availability of social media has been a serious wealth for several companies for leveraging strategic insights and strategic marketing (Jacobson *et al.*, 2020). Social media has helped the company to garner more followers and the proper usage of social media allows them to market their products and interact with the customers or the potential customers with much more efficiency.

Analysis of Macro Environment (PESTLE)

The macro-environment of Aston Martin depends upon certain factors. These factors add up to promote the organizational structure and note how the company values. The factors of Political, Economic, Social, Technological, Legal, and Environmental factors are needed to properly analyze the macro environment of the company. The factors behind the analysis of PESTLE are favourable as because the automotive industry in UK is a flourishing and reputable business. PESTLE will help in identifying the different factors that can influence the automotive industry of the United Kingdom

Political	Governments play an important role in the
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	operations of the company. The company has been one of the premium automobile companies and is highly upheld by the government. Moreover, taxes on luxury sports cars bring about hefty taxes, which helps in the proper political administration of the country.
Economical	The automobile industry is one of the vital parts of the UK's economy and is worth more than 78.9 million in turnovers It also helps in employing over 1,80,000 employees in manufacturing and the rest 864,000 in other sectors of the industry (SMMT, 2022).
Social	The automobile can be widely regarded as a game-changer for social lives. The automobile industry gave people more access to personal freedom and also helped people get better jobs in this field of manufacturing and other social influences (Ncpedia, 2022). It helped people to change their social lifestyle where owning a luxury brand of car uplifts the value in society.
Technological	The automobile industry has been constantly linked with the changing technology and is continuously leading innovations in their products. Artificial intelligence has been truly a significant technology influencing automobile

	technology in both their automation and delivery of the products to the customers.
Legal	Licensing strategies have one of the legal issues faced by the automobile industries moreover, the bringing in of hefty taxes have made automobile companies to manufacture their product on a varied scale. The Environmental laws help the car companies to provide sustainable cars for their production
Environmental	Road transports have constantly been linked with air pollution. The growing number of cars influences the poor air quality of the cities while traveling by cars are the most practical option it has often been linked with several pollutions like Air Pollution, Noise pollution, Local impacts. Various bigger options such as climate change, greenhouse gasses, and quality of air are hampered due to the over usage of cars.

Pestle Analysis

The automobile industry in the UK has been heavily influencing political sources and has been upheld by the government. In addition, the regulation of taxes helps in the governmental affairs of the country. Economically, the automobile industry records 78.9 million pounds of turnovers. Moreover, the industry also affects the social life of the inhabitants both local and the international markets, and record for more employment in the country. The automobile industry is constantly

susceptible to innovations that provide the company a competitive advantage over other companies. Moreover, the integration of AIs has been sorted by customers and consumers alike in their automation and daily journeys as well. Legally, the automobile industry faces challenges in licensing their products and also in the environmental norms. Automobiles can be heavily linked with environmental pollution with the fuel it consumes. It negatively affects the environment by polluting the environment and air. It also contributes to the noise pollution of a particular place with their numbers on the road.

Porter's Five Forces

Porter's five forces are needed to analyse Aston Martin's competitive advantages. The five forces help to identify how a company can adapt to certain environments.

The threat of New Entrants

Aston Martin has been one of the best premium sports car companies in the country with their exports they have customers worldwide and are one of the leaders in the sports market. New entrants like Tesla and McLaren are some of the threats that the company needs to know about, otherwise, they have a strong foothold in the automobile market for their premium lineage of cars. The threat of new entrants in the market are low.

Bargaining Power of Suppliers

The Company has some end suppliers who are supplying them with some necessary parts for their premium range of cars. The suppliers have long been attached to the company and hence the company provides enough bargaining power to them for a better competitive advantage. The bargaining powers of suppliers to the company are medium.

Rivalry among existing competitors

Aston Martin provides healthy competition to another British automobile giant that is Rolls Royce. Rolls are another premium carmaker of the country specializing mainly in luxury cars. The competition for more expensive and innovative cars exists upon the companies although Aston Martin mainly specializes in luxury sports cars rather than for official

usages. Moreover, a pop culture reference of Ian Fleming's James Bond using the Aston Martin provides more popularity to the company. The rivalry among the companies of Aston Martin like Lamborghini, Rolls Royce and Cadillac are high.

Threats of Substitutes

Very few car companies exist to rival the British giants. Competition though exists in the international markets with the likes of BMW, Porsche, and Lamborghini, the company produces a premium line of cars that attracts their target audience to certain levels of competency. The threat of being substitutes to Aston Martin are low as they are one of the sorted premium carmakers of Britain.

Bargaining Power of Buyers

As a luxury brand, there are ample scopes of customers bargaining regarding the price but the bargaining exists in adding the latest technologies and innovations within the vehicles of Aston Martin. The bargaining can also be observed in customizing these vehicles suiting the needs. There are ample scope regarding the bargaining powers as the companies target the upper class customers they provide limited scope to bargain hence the bargaining powers of buyers are low.

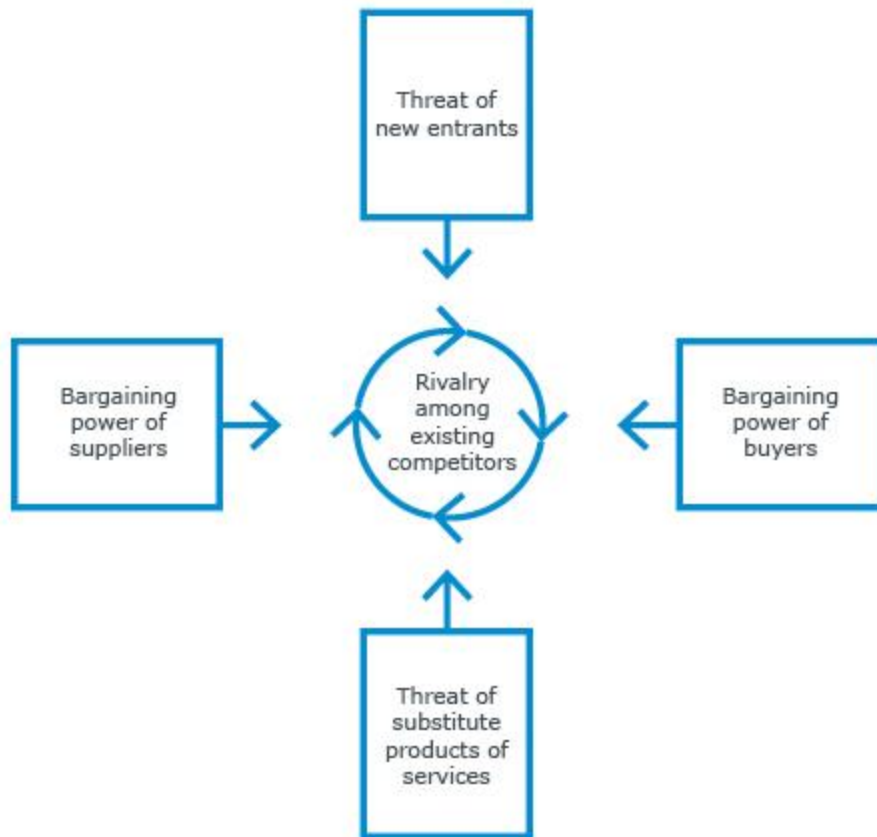


Fig 2: Porter's Five Forces

Source : (CGMA, 2022)

Strength	Weakness
1. Provides 3,00,000 job opportunities in the sector and further 4,80,000 jobs in the sector. 2. Provides an unparalleled number of premium automobile companies in the country. The industry has been	1. Weak demand for private cars with internal combustion engine 2. Decline in the aftermarket services. Moreover the premium target market of the luxury cars enables lower sales.

positioned very highly and prestigiously in the markets of United Kingdom	
Opportunity	Threats
1. Demands for autonomy endurance leading to the lifestyle of the individuals about owning a car. 2. Over the upcoming, automobile industries are more likely to change their supply chains contributing to the taxes.	1. New entrants can more likely to catch up if the car companies within the nation fails to deliver. 2. Environmental factors can add up to the threats of sustainable development of the industry.

Marketing Mix Strategies

Aston Martin as a car company needs to identify the four Ps of Marketing.

Product- The cars from Aston Martins are some of the best in class cars. These cars are loaded with features and also features a powerful engine and are considered to be one of the best luxury sports car brand. The cars by Aston Martin are widely regarded by car enthusiasts all around the globe.

Price- The cars by Aston Martin are very highly priced and the price is justified due to their loading of the best in class features for their cars including digital integration and brand value adds up to the price. The company mainly targets the upper class customers so the pricing was meant to be high.

Place – The car company provides their products to every part of the world providing their premium brand of cars. These cars are widely accepted by car enthusiasts all around the world.

Promotion- The Company is rarely observed to promote their products in advertisements. Rather the company has opted for marketing the car through franchises. The most famous franchise that have been regarded to use the brand of cars is James Bond.

Integrated Marketing Communication

Integrated marketing communication can be described as the process used to unify all the tools of communication such as PR, social media, audience analytics, and advertising. The company has been using interactive social media pages on sites like Facebook, Instagram, and Twitter to interact more with customers. Everyone is more or less exposed to commercial messages on radio, TV, or in magazines. The magnitude of communications clutter is such that consumers have turned towards tuning out promotional messages. Possessing a general budget can help the marketers open up an arsenal of communications and these communications directly involve the sales of the products of the company (Camilleri, 2018).

Aston Martin has been quite vocal in their communication especially on social media. interactive posts and exceptional images make the customers draw towards their [products. Moreover, the inclusion of James Bond using the car caused huge popularity for their lineage for versatile cars both in power and efficiency. The company's brand value is also one of the important factors of communication enhancing the marketing of the products.

Recommendations

Aston Martin has been one of the most premium sports car brands in the UK and the world with their products swelling across globes and in many countries of the world. It can be hereby recommended that the company should use a more service-oriented strategy than now for their products to gain a competitive advantage over the services of BMW. The inclusion of their cars in more magazines can also help market their products. Targeting middle-class customers could also boost up sales in a growing economy in countries such as India. Communications of the company are needed to be more effective and should frequently do advertisements of their products to gain a better competitive advantage.

Conclusions

It can be hereby concluded that Aston Martin has been one of the best car manufacturers. Their cars are heavily innovated and are targeted at a segment of customers. Their marketing helps them gain a competitive advantage over many carmakers. Their communications and trustworthiness

are by far the best and have helped them garner a lot of attention from car enthusiasts all around the world.

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