

Pan-European digital consumer engagement programme for world-leading tyre manufacturer, Bridgestone.

The challenge

To align a disparate suite of websites across Europe in different languages and engage multiple users in the complex process of online tyre selection and recommendation. Amaze was tasked with conducting a wide-ranging digital review and research programme to deliver a strategic roadmap. The output would ensure best-practice and define a clear path to digital governance across all territories, enabling true engagement with Bridgestone's diverse audiences.

The approach

In order to understand and address the core business needs and deliver the right solution, we first undertook an extensive learning exercise to define the requirements of both the business and its users, encompassing competitive benchmarking, social media monitoring and an SEO and analytics study. The research then supplemented by Bridgestone's own consumer data and internal stakeholder workshops, created specific customer 'clusters' for each area of the business (cars, motorcycles, truck drivers and fleet managers). These clusters then informed a series of consumer-based focus groups which gave



"We commissioned Amaze to create a strategic digital research and recommendation programme, as we required a partner that had extensive knowledge of not just all things digital, but also a wider understanding of pan-European issues a corporation like ourselves face when implementing digital across many territories."

Gert Meylemans

Senior Manager,
European Communications Office
Bridgestone Europe

us invaluable insight into behaviour, attitudes and motivations, marrying Bridgestone's needs and its consumers expectations.

The results

Our extensive review issued Bridgestone with a 112-page report – a digital 'manifesto' – delivering new and valuable insight, and recommendations covering SEO, web analytics, a competitive scoring matrix, and a newly produced

audience segmentation model – all culminating in a strategic roadmap leading with digital as a direct customer engagement platform and creating consumer demand for Bridgestone tyres.

The future

Following the successful strategic review, Amaze will now assist Bridgestone on the multi-language roll out of the strategy across its European territories, launching a new Pan-European Motorcycle website in June 2011. A governance model is also being rolled out from Bridgestone central by Amaze's Global Managed Services team. This will not only provide consistency but also flexibility for brand messaging, whilst creating culturally diverse content for all business user groups.