

Note: The example only includes the first few pages of the report.

## **CUMMINS POWER GENERATION Global Brand Research Study**

### **SECTION ONE – Approach Overview**

Two quantitative studies were commissioned and completed by AC Nielsen. Their purpose was to determine the equity of Cummins brand names of Cummins, Onan, CumminsOnan, and Petbow. One study was conducted in the U.S., and the other Latin America.

The study participants were a standby power audience in one or more of the following four categories:

- 1) building owner/facilities manager/facilities engineer
- 2) business owner (agricultural or retail)
- 3) electrical contractor
- 4) consulting specifying engineer

Prime power applications including electric utilities, independent power producers, etc., were not part of the study.

The research was undertaken from the perspective of a generator set manufacturer, which means it measures Cummins Power Generation as an equipment manufacturer and not as a power solutions provider.

### **SECTION TWO – Study Insights**

#### **Awareness**

- **Participants know Cummins for diesel engines, not power generation**

In the Americas, Cummins had a stronger image in *diesel engines*, and leads the other brands in unaided awareness. However, people are not aware Cummins has a power generation division offering generator sets.

- **Respondents knew Onan for integrated power systems**

In the Americas, the Onan brand was perceived as offering an *integrated power system*, and *for dependability*.

The global study also found the CumminsOnan brand was uniquely associated with offering integrated power systems specific to the customer's needs. Plus, with having a wide range of products.

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## Areas of Importance

### Genset Manufacturer Selection

The areas indicated for both studies in ranking order were as follows:

- Builds good quality, reliable products
- Excellent parts and service support
- Rugged equipment for tough environments
- Innovative solutions
- Integrated power system
- Dependable worldwide company

Of the categories, “Innovative solutions” was the only one in which Cummins ranked higher than Caterpillar in the Americas.

The research also probed selection factors on a brand level, asking respondents to rank the importance of selected features and benefits of *generator brands*.

- “Reliable products” and “durable products” were the top two factors selected in both studies.
- “Industry leader” and “wide range of products” were ranked last in both studies.

## Reasons for Brand Preference

The AC Nielsen study also asked respondents the reason for their brand preference.

- **Customer Service leads to brand preference**

In the Americas, those preferring Caterpillar and those preferring Cummins both gave the most mentions to *customer service* as the reason for their brand preference (mentioned by 43% and 53% respectively). As an aside, 55% of those preferring Onan mentioned customer service as their reason.

- **Product performance leads to brand preference**

The global study found *product performance* as the most often cited reason for brand preference (selected by 50% of those who preferred Caterpillar and 48% of those who preferred Cummins, but only 31% of those who preferred Onan).