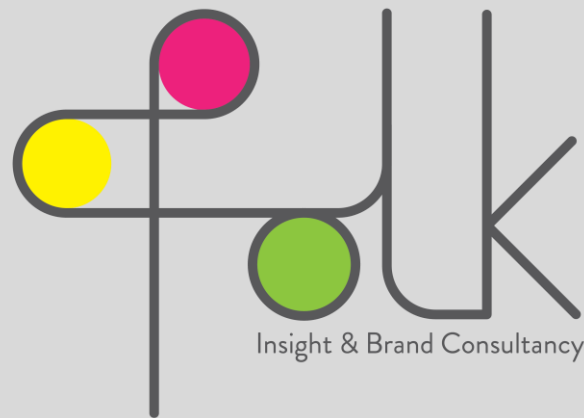




# Driving change

## Disrupting the used car market

# CAZOO



**Lucas Bergmans:** Group Brand Director, Cazoo

**Natalie Swanson:** Founding Director, Folk

# One spectacular journey..

**From this..**

**CAZOO**

An idea

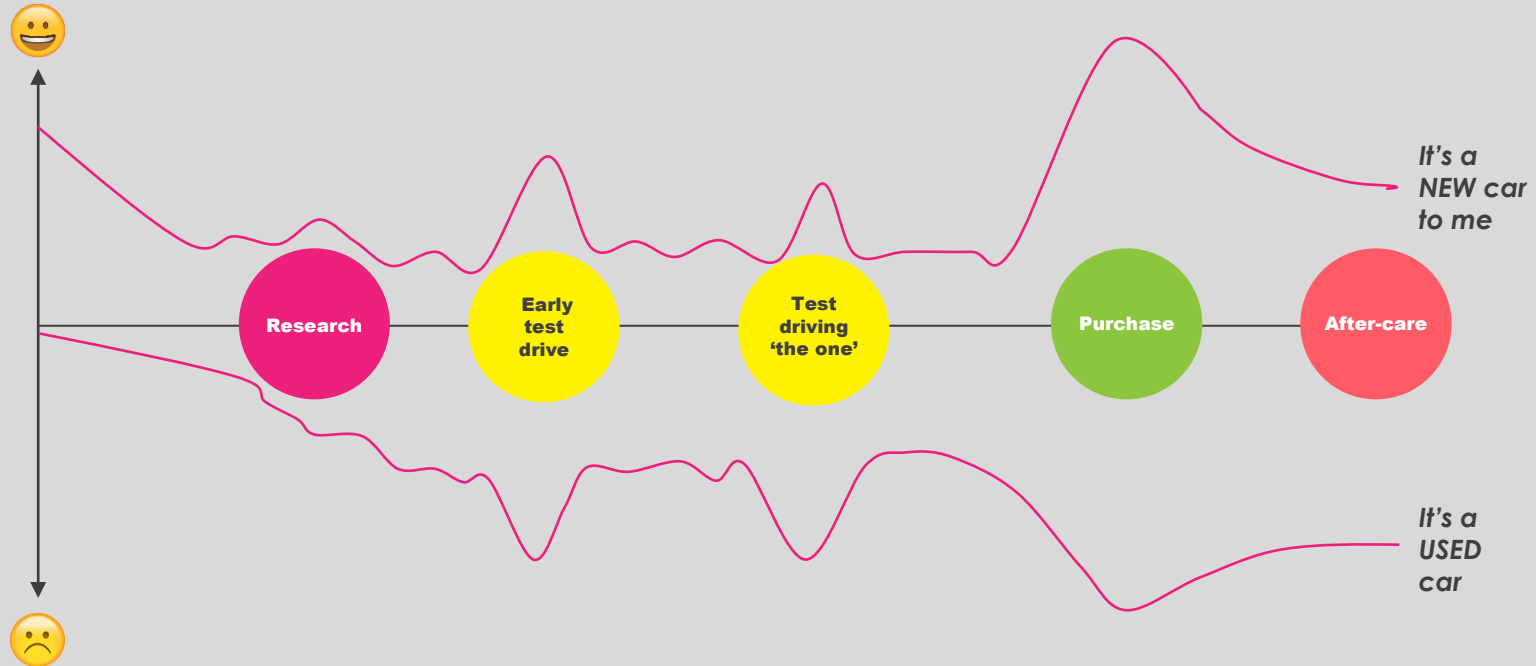
A logo

Some funding

**To this!**



Back in 2019, buying a used car was a rollercoaster, beset with conflicting emotions



The dealership model was in desperate  
need of a re-think



# Insight challenged internal thinking



From  
convenience...



...to  
confidence

Inspiring creation of a truly emotional brand positioning

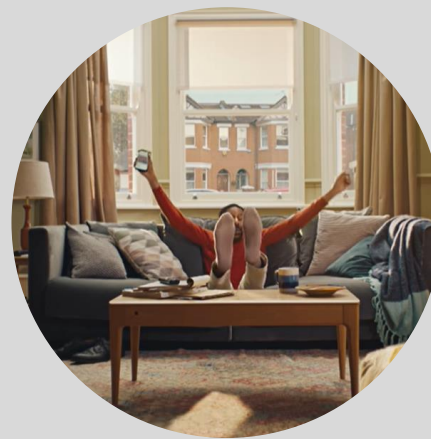
## This lead to Engine's creation of an Effie award winning campaign



60% brand awareness by end of 2020



1.5m website visits per month



45% would consider buying entirely online

Leads market on *"makes car buying enjoyable"* and *"giving customers confidence"*

## Next, consumer insight was used to optimise the brand experience



**25,000** cars sold  
within 18 months  
of launch

NPS score of  
**73** by the end  
of 2020

Over 8,000 Trust Pilot  
reviews with an  
average rating of **4.7**

With every project, Folk create bespoke techniques to drive deeper understanding





June 2020: Cazoo becomes the fastest ever  
UK start up to reach unicorn status



As the Cazoo team grows exponentially, Folk regularly induct new senior teams into the insight story



## November 2021: launching in Europe



Preceded by consumer qual in France, Germany & Italy to optimise proposition and comms

The next challenge: how to launch in Italy  
when your brand name means #\*&%\$#



**Thank you!**