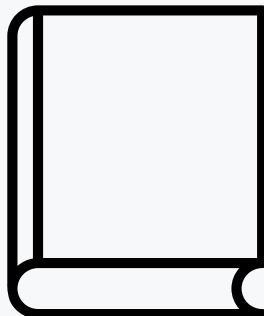



ADAC

Fans

Rescuers in the Crisis



Manipulations surface in the 2014 "ADAC Yellow Angel" audience choice



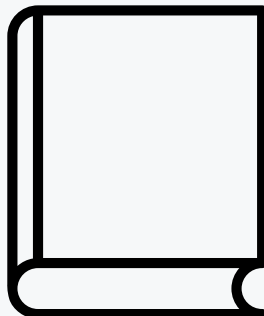
Falsche Zahlen bei der Leserwahl

Manipulation beim Gelben Engel?

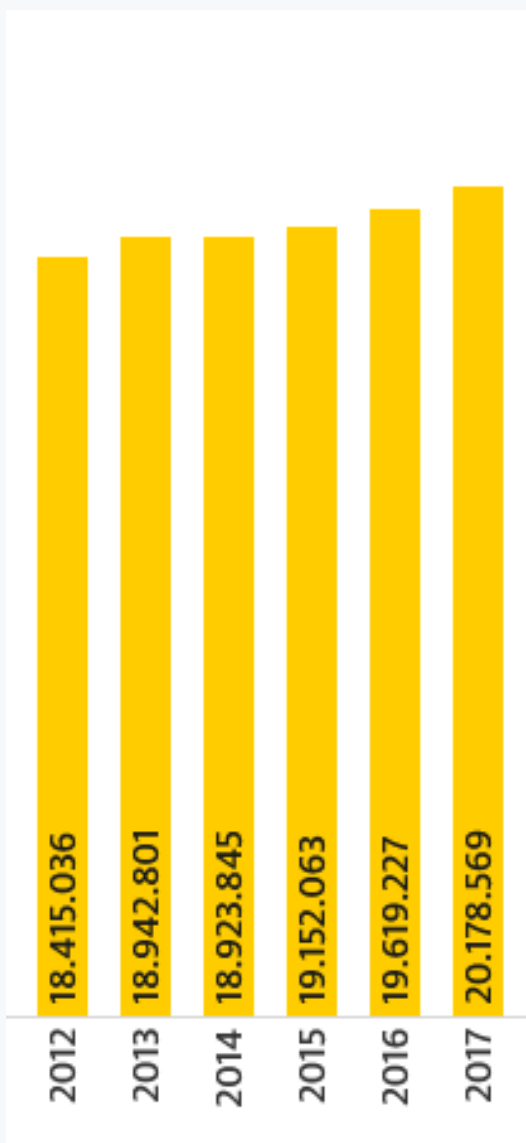
14. Januar 2014, 16:18 Uhr | Lesezeit: 3 min



Will the
members now
run away?



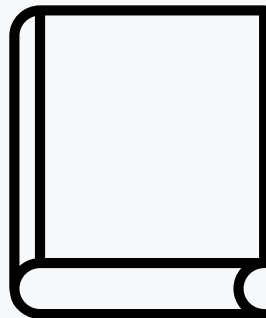
In fact, the numbers remained **stable**



2013: 18.942.801

2014: 18.923.845

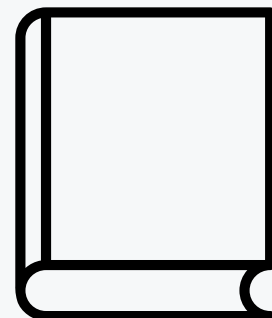
2015: 19.152.063





ADAC

**Why did ADAC
members remain
loyal?**

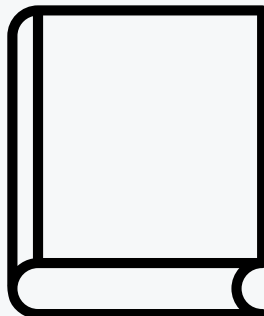




ADAC

**The ADAC has
34% Fan Customers!**

**Thanks to a
clear focus on the
core customer need**

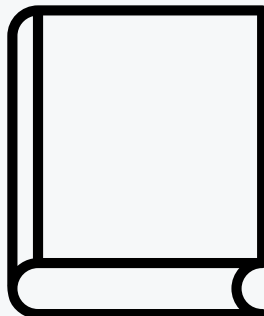


For **ADAC members** only the
core business counts:



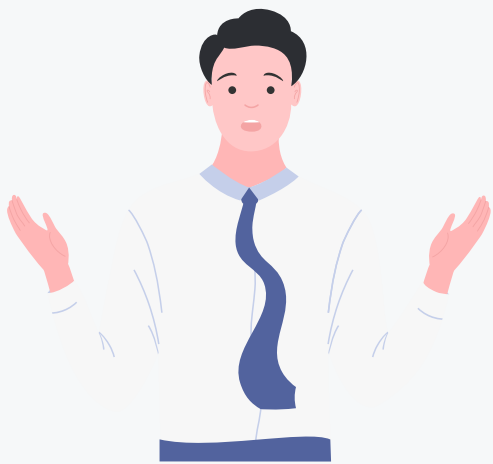
Reliable roadside assistance

The ADAC does this **first class!**

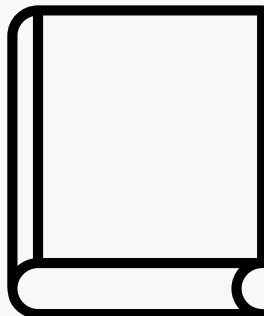


ADAC

**An award for the
most popular car
does not serve this
core need**



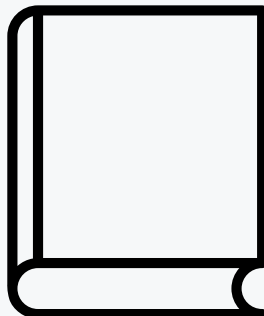
**It is not relevant to
the members!**



Fans remain loyal!

ADAC

**Even when you are the
one responsible for
the mistake...**

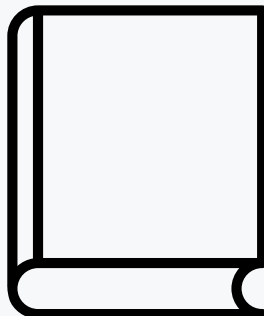




But beware!

The core customer need must not be betrayed...

Problems with roadside assistance would be fatal for ADAC!



More in the book

