

CHANGING THE BUYING CRITERIA

HOW MOBIL INDUSTRIAL MOVED FROM #5 TO #3

We shifted the conversation from product features to proven business value – and changed the way customers choose.



1.



THE CHALLENGE



High brand awareness



Reluctance to pay a premium



Product & benefit-focused technical marketing wasn't driving preference

Brand Position in India

#5

WHEN I TOOK OVER

2.



THE STRATEGIC PIVOT

From selling lubricants to building trust.



THIRD-PARTY VALIDATION

Shifted from brand claims to credible third-party endorsements from OEMs, labs and industry bodies.



INFLUENCER ADVOCACY

Engaged industry experts and influencers to build credibility and amplify our message.



CUSTOMER PROOF & SAVINGS

Showcased real customer testimonials with quantified savings, productivity improvement and uptime gains.



BUNDLED SOLUTIONS

Bundled technical services with products to earn deeper trust and access to more machines.



FREE SERVICE TRIALS

Offered free service trials instead of pushing products to gain access to competitor-installed equipment and prove value.



FOCUS SHIFT

FROM
Product & Features
TO
Trust & Outcomes

3.



BUSINESS IMPACT



#5 → #3

BRAND POSITION IN INDIA



+7%

INCREASE IN CONSIDERATION



+12%

INCREASE IN BRAND EQUITY



+25%

INCREASE IN MQLS



+5%

VOLUME GROWTH

4.



KEY LEARNING



Customers didn't need more product information.

They needed proof that paying a premium created measurable business value.

