

TESLA

STRATEGIC PLAN





The key goal is to raise awareness and exposure of the Tesla Model 3.





- Run target messaging weekly to a specific group of younger consumers through targeted specific mediums during the 12 month campaign period
- Actively engage 6 influencers to review performance and increase exposure



- Participate in 6 events throughout the U.S. within a 12 month campaign period
- Pursue Top Gear expose during the first 6 months of campaign period



STRATEGIES

- Be more actively involved in community events to increase exposure
- Raise awareness among consumers of affordability, particularly of the Model 3
- Measure exposure and awareness by collecting data related to promotional events, posts, online traffic and buzz, and sales
- Use influencers to drive consideration
- Distribute cars to malls and car reviewers to be won and reviewed
- Collect reviews of performance to increase exposure



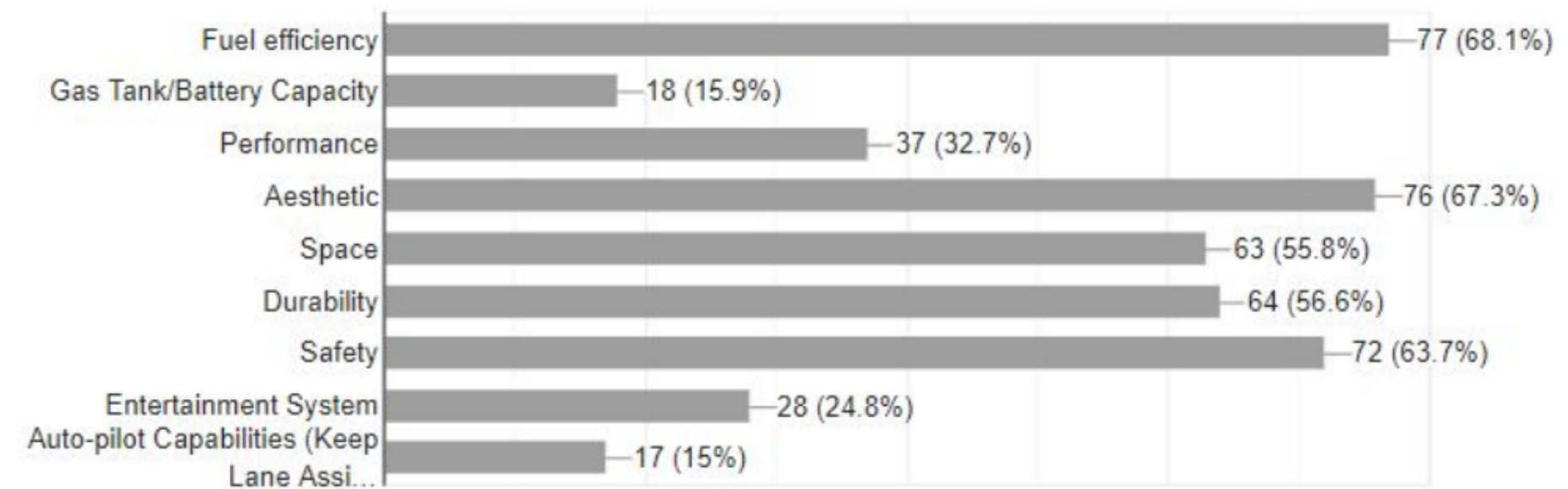
- Actively utilize mediums in the target markets
 - Social Media
 - Twitter
 - YouTube
 - Instagram
 - Facebook
 - Earned Media
 - Influencers
 - Owned Media
 - Website
 - Blog
- Stay updated on creative messages

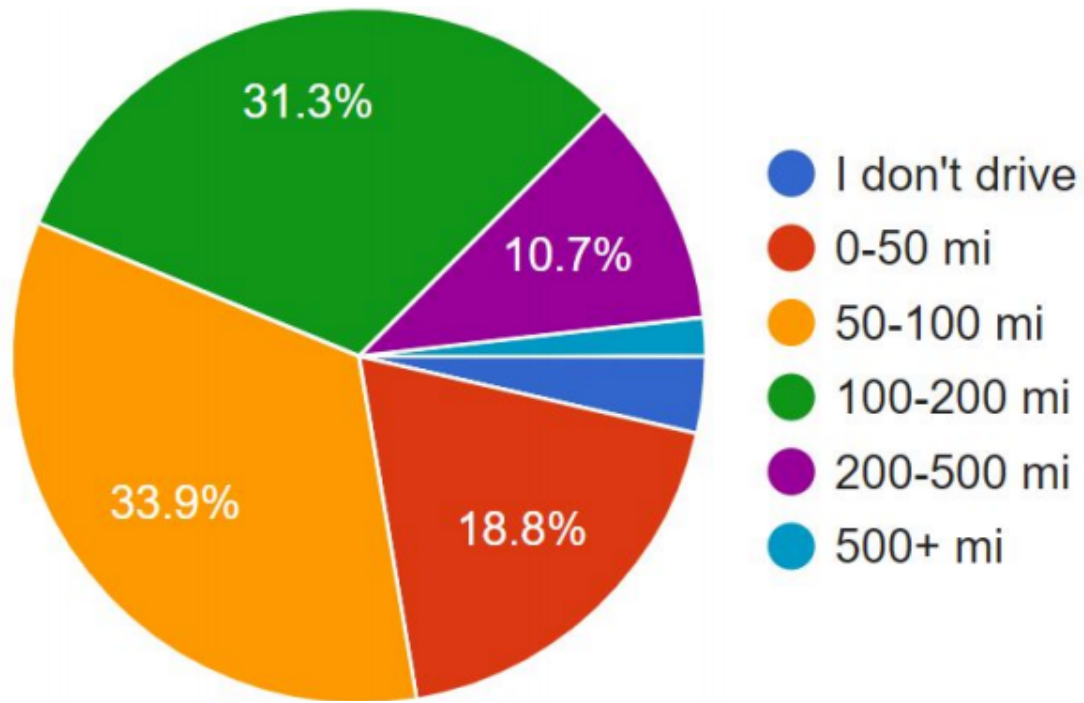


- Research was conducted through a focus group and survey
- The range of respondents was not targeted demographically
- Majority of respondents (73.3%) were female
- A large portion of respondents (40%) were between the ages of 45 and 54
- Income levels of all respondents varied greatly across the spectrum, with only a small rise in the \$75,000+ segment
- Fuel efficiency became and remained the top quality prioritized by the total surveyed public at 68.1%, closely followed by only Aesthetic and Safety

2. Which of the following features/qualities do you look for the most when buying a car? (select all that apply)

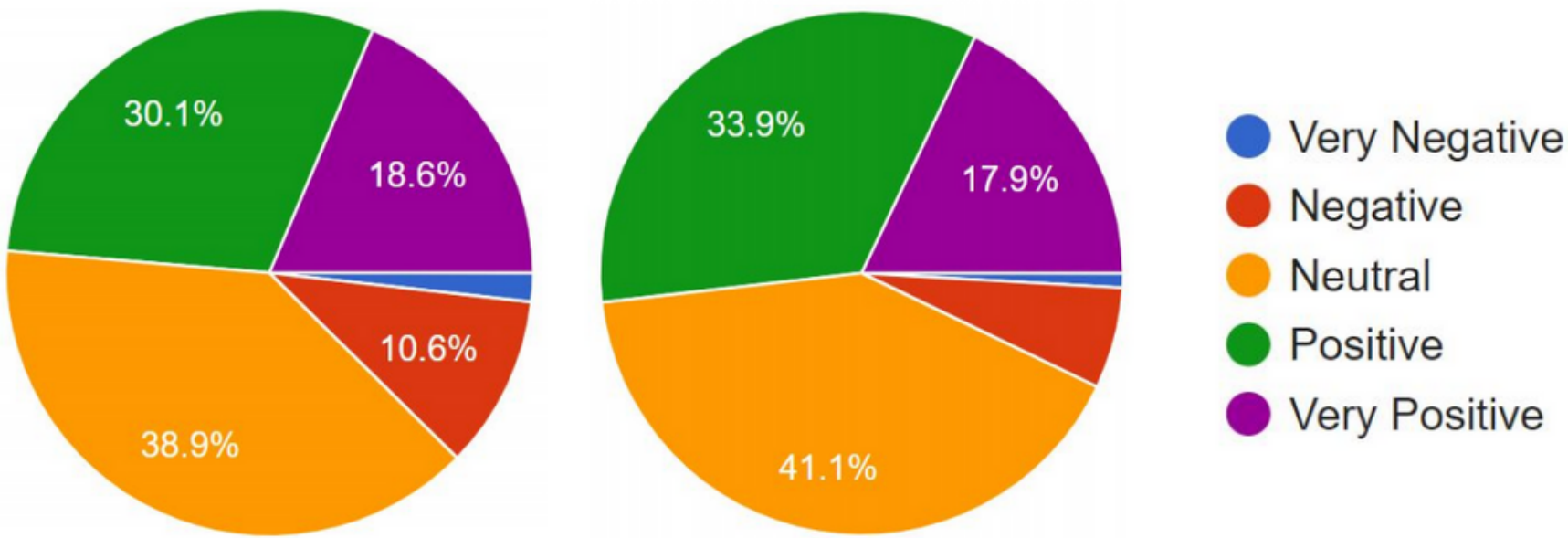
113 responses





Majority of respondents identified as driving 200 miles or less per week, which is well within the range of Model 3 on full charge according to metrics shown on Tesla's website

Public perception of electric vehicles and Tesla cars in particular was recorded as mostly neutral and positive, with very small percentage reported as negative.
(EV's on the left, Tesla on the right)



Close to a quarter of respondents identified as having seen a Tesla advertisement in the last 6 months, which is a good recall rate but could be skewed data given that Tesla does not advertise very much

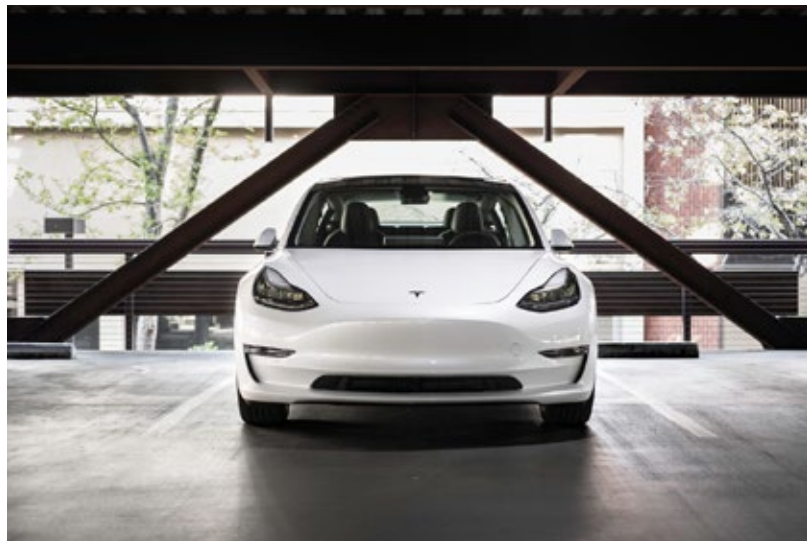
It was found that people value fuel economy of their vehicles above anything else.

When focus group participants were asked about Tesla's electric vehicles, from their reactions it could be inferred that there were not many negative perceptions of Tesla products.

Rather, many aspects of Tesla's appeared a mystery to the focus group.

Survey data suggests that most people are very receptive to Tesla products and all electric vehicles.





BUSINESS CATEGORY: ELECTRIC VEHICLES

Rapid growth in sales and production | Initiatives to expand electric vehicle charging stations | Market is maturing at a fast rate due to increasing demand | Fastest growing mode of transportation



STATE OF BRAND: TESLA

introduced in 2003 | Tesla's revenue was over \$21 billion in 2018 | Plans to buy Solar City for \$2.9 billion | Tripled its ability to distribute parts in North America | Tesla continues to increase production and sales to existing markets and expand to new markets



MICROECONOMIC FACTORS

Economics | Regulatory | Social and cultural trends | Political | Tech developments

MICROENVIRONMENTAL FACTORS

Strength of leadership | Organizational structure | Community relationships



COMPETITION ANALYSIS

Many car companies are increasing their efforts to try and create effective electric vehicles, but there are no real competitors for fully electric vehicles with the same battery power, speed, and luxury.

A few vehicle options that come slightly close to Tesla may include the Chevy Volt, and the Nissan Leaf. Still, Tesla is the leading brand for fully-electric cars.

Motor companies that do produce electric hybrid vehicles include: BMW, Fiat Chrysler Automobiles, Ford Motor Co., General Motors, Honda, Jaguar, Toyota, Volvo, ect.

After Tesla, the highest selling electric vehicles by sales are:

1. Hyundai Ioniq EV
2. Volkswagen e-Golf
3. Nissan Leaf
4. BMW i3

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The name of this company is a mixture of a founder's name and an inventive one. Martin Eberhard is one of the cofounders of Tesla Inc. Eberhard pitched the name to credit Nikola Tesla, who invented the electric motor that was to be used in Tesla vehicles. While Nikola Tesla is the founder of the AC motor technology, it was Eberhard that cofounded the company and paid homage to the innovator.

Tesla as a brand name is simple yet meaningful, thus it serves its purpose efficiently. It has become nearly synonymous with concepts of innovation, progress and electric cars. It is pronounceable and arguably catchy. Because of its implication of electric history, Tesla is descriptive in its connotative meaning.



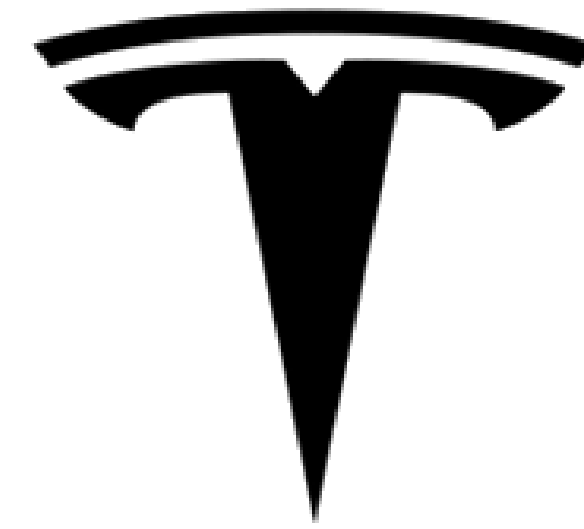
Leader – Tesla prides itself on innovation and always pushing the boundaries. The company sets goals that are beyond what's been done before

Hero – Tesla's products are designed to improve the world, that is the company's vision

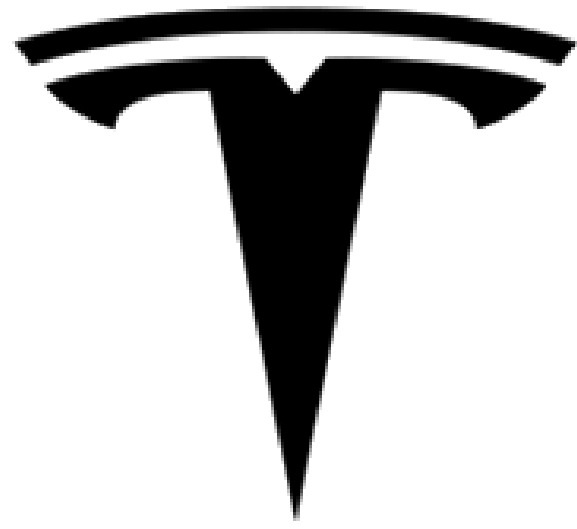
Explorer – The goals that Tesla sets for itself in the realm of electric vehicles take the company into some unknown territories, requiring innovation. The technological progress that is the result of Tesla's ambitions creates a challenge for other luxury vehicle developers that target similar markets. Some brands like Volkswagen have had to reinvent themselves to catch onto the trends that Tesla discovers for the automobile industry



Curves symbolize movement and energy. The sharp point suggests precision and direction. This logo is a simplistic modern design created to be easily recognizable. It could be argued that the serifs on the "T" are there to create a classier feel. At the same time, the type face used alternatively to the logo is completely modern and custom made.



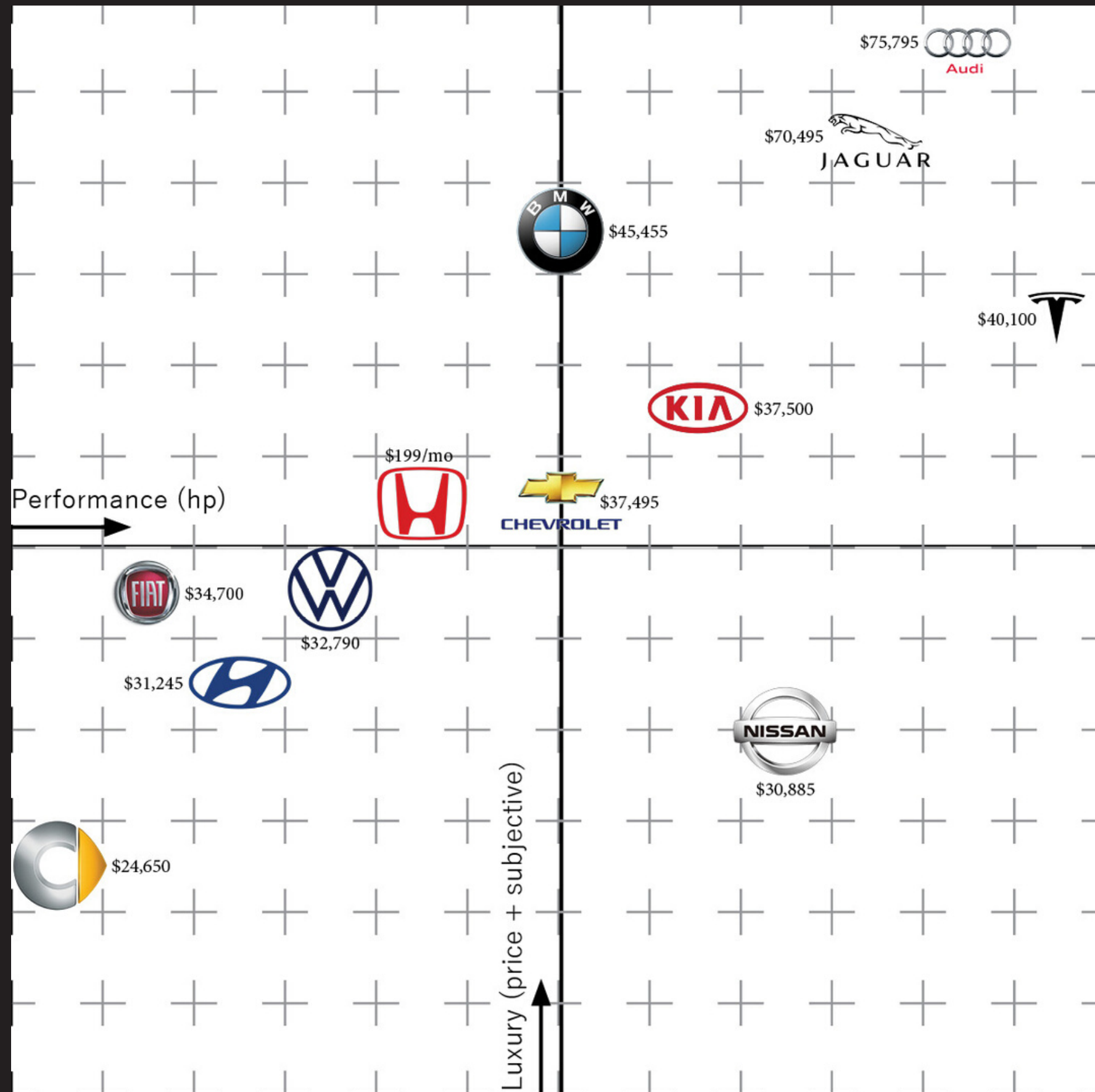
TESLA



TESLA

There are three colors that Tesla typically uses in its branding. Black, White and Red are used in various ways by the manufacturer. Black and white are a great choice when it comes to a luxurious yet pure-leaning brand like Tesla, meanwhile red is somewhat questionable. Although, red is a classic color for performance automobiles and can often add excitement to company deliverables.





Behavioral - this strategy is useful to Tesla because of the nature of the product it sells. Cars are all about how you use them and in what environments the cars perform.

Geographical - Tesla must utilize geographic segmentation to be able to focus on awareness in the midwestern United States, where it struggles more than in coastal areas.

Psychographic - based on Tesla's brand's futuristic outlook, and its product's rechargeable capabilities and sustainable qualities, this is an opportunity to segment consumers based on cause and ideology.





- Commuters
 - 25-50 year-old car buyers in the plains portion of the midwest
 - Commute 50-15- miles per day for work
- Mountain Explorers
 - 25-45 year-old car buyers living in the elevated portion of the midwest
- Speedsters
 - 25+
 - Choose cars based on joy of driving and performance
- Environmentalists
 - 25-45
 - Support sustainable energy



Carl, the Commuter: Carl is a white man in his mid 50's and lives in North Texas with his wife and two children. He currently drives an SUV. He and his wife have a family car that's better for the kids, but for his long commute into Dallas for work, he's looking for a smaller car with great fuel economy. He's got his eye on an electric vehicle. With a job in law and a double income household, Carl is a prime target for Tesla advertising. He's not a big social media user, but he listens to the radio on his commute and watch television when he's home, and he also reads a variety of magazines, and occasionally the newspaper. He does lots of research when making a large purchase, but he's willing to see it as an investment,

Mitchell, the Mountain Explorer: Mitchell is a black man in his early 30's who lives near the mountains in New Mexico. He enjoys hiking and camping. He has a good job where he works remotely most of the time, so he spends lots of time in the mountains.

He's in the market for a new car and specifically looking for one with all-wheel-drive, which is available on Tesla's Model 3. He is active on social media, but is not an active consumer of television with advertising as he generally uses streaming services. He does extensive research when making a large purchase.



Erica, the Economy Seeker: Erica is a white woman in her mid 40's living with her husband and three children in Kansas. Erica works part-time in real estate and her husband has a full-time office job. They make decent money, but Erica is in charge of the budgeting for the family, a job which she takes seriously.

The higher-priced Tesla models might not interest Erica or her family, but with the right messaging, the Model 3 could interest her if they were in the market for a car for her husband. She uses social media and watches television but does most of her research by reading and searching online.

Seth, the Speedster: Seth is a white man in his late 20's who lives alone in a suburb of Philadelphia, where he works. Seth works in finance and makes a high wage, which he likes to use on luxury items and experiences.

He's a thrill-seeker and loves to drive, so he's always looking for fast cars, and he's an ideal candidate for Tesla advertising. He's an avid consumer of social media and trade magazines but doesn't consume television or radio often.





COMMUTERS

- Billboards near heavy-traffic highways
- Radio features
- Sponsorships

MOUNTAIN EXPLORERS

- Niche magazines placement and collaboration
- Collaboration with relevant brands

SPEEDSTERS

- Race showcases
- Enthusiast/User endorsements
- Car shows

ECONOMY SEEKERS

- Prizes
- Forum participation
- Blogs



S.W.O.T.

● STRENGTHS

Tesla is a top performer among electric vehicles and is considered to be of the most luxurious electric vehicles on the market

● WEAKNESSES

Tesla is such an innovative and high-tech company that it leaves consumers uncomfortable. Tesla lacks consumer awareness and exposure

● OPPORTUNITIES

Create marketing, commercial, and social media campaigns for consumers to realize their need for electric vehicles

● THREATS

Established brands such as Ford, Nissan and Chevy could introduce electric vehicles and consumers are loyal to these brands

This 2020 Tesla Media Plan is built around the event strategy previously selected as the priority medium. To reach the right consumers in the right moments, a versatile mix of media was selected. Other than the events that Tesla will organize and take part in, other media chosen will supplement the exposure by increasing awareness of the events during the preceding months. Radio, print, digital media, billboards, public relations practices, in-store promotions and influencers will increase potential event attendance in the following months.



A large, metallic, 3D-style Tesla logo is positioned on the left side of the page, extending from the top to the bottom. It is partially cut off by the edge of the frame.

EVENTS

By participating in local events such as state fairs and car shows, Tesla will establish better connections with potential consumers who have not been exposed to the Tesla brand before.

PARTNERSHIPS

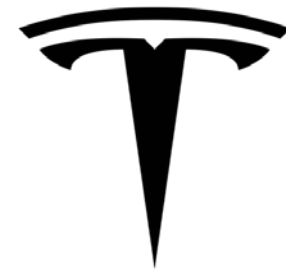
Tesla will partner with State Fairs across the nation, working with the State Fair commission/board for each state individually to provide an environmentally friendly electric grid.

SPONSORSHIPS

Tesla is planning on working with content creators. There are plans to let the creators get the Tesla experience by test-driving vehicles and create unique content about Tesla in a way that is convenient to them and engages their usual audience.

PROMOTIONS

Strategically promote Tesla will be brand-specific, authentic Tesla events in popular destinations within our target demographics.



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DAKOTA GARRISON | NATE GINSTERBLUM | HANNAH ROW | STEPAN NASADA