



Tesla Model C – Brand Plan

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Date: Fall Semester 2021

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Overview

The brand of focus for this analysis is Tesla with emphasis on the Tesla Model C. This vehicle is all-electric and has been noted to hold up to 5 passengers, features all-wheel drive and can travel up to 325 miles per charge. The following document consists of a complete situation analysis and key opportunities for the Tesla Model C.

Situation Analysis

Product	<ul style="list-style-type: none"> ● Tesla Model C ● Battery Powered Electric Car
Place	<ul style="list-style-type: none"> ● Channel direct to consumers in US, Europe, China, Singapore & Australia ● California Factory ● Online website (https://shop.tesla.com/)
Price	<ul style="list-style-type: none"> ● Ranging from \$41,190-\$121,190 (i.e. The Tesla Model X, S, 3, Y) ● Tesla models cost about \$2,000 - \$3,000 to ensure each year.
Promotion	<ul style="list-style-type: none"> ● Viral Marketing ● Media Coverage ● Direct Marketing ● Trade Shows

Internal Environment

Existing Marketing Activities

- Auto insurance for Tesla models has become a huge issue, Tesla has managed to leverage this by creating its own auto insurance policies.
 - Tesla models cost about \$2,000 - \$3,000 to ensure each year.
 - i. Agents get 10% to 15% commission first year, then 2% to 5% on recurring premiums.
- Tesla Inc.'s management optimizes employees to achieve creative and innovative behaviors.
- Tesla's organizational culture empowers its workforce to search for ideal solutions that make the business stand out in the automotive industry and the energy generation and storage industry.

Social Media Channels

Corporate Social Handles

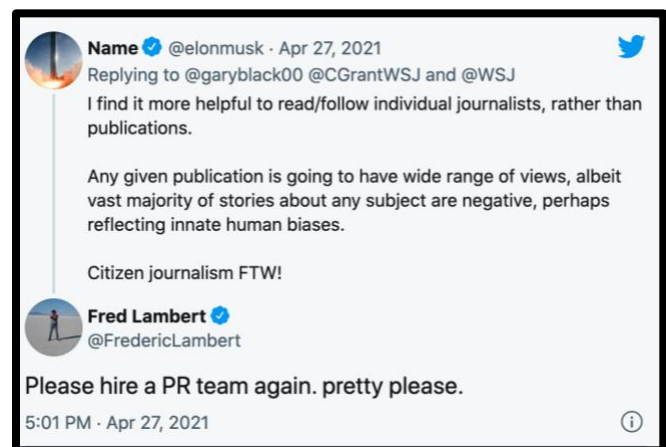
- i. Instagram
 1. [@teslamotors](#)
- ii. Twitter
 1. [@tesla](#)
- iii. Facebook
 1. No account identified
- iv. LinkedIn
 1. [Tesla Motors](#)

CEO Accounts

- v. Instagram
 1. [@elonmusk](#)
- vi. Twitter
 1. [@elonmusk](#)
- vii. Facebook
 1. No account identified
- viii. LinkedIn
 1. No account identified

Corporate Culture

- Very outspoken CEO, Elon Musk.
 - Very active on social media. *Please see social media handles under section 3.*
 - Has also made cameo appearances in movies like Iron Man and sitcoms like the Big Bang Theory.
 - [Talkwalker](#) data has shown that as media discussion around Elon Musk peaks discussion on the Tesla brand peaks simultaneously.
- Founded in 2003, with the aim of building more environmentally friendly cars.
- [Headlines broke in 2020](#) that Tesla was facing out the Public Relations Department- leading some to question the brand as a whole. *One year later, Musk responded with this Tweet:*



Useful Social Media Tactics for Tesla

- [Tesla has been noted to not spend much on advertising](#), so media mentions and discussion on social media has been critical to overall brand success. The brand's CEO is very vocal on social media and has done light-hearted collaborations in the brand's favor with big influencers.
- Musk's occasional brash behavior has led the brand to make a Public Relations Crisis Plan and Social Media best practices a priority, according to [Talkwalker](#).
 - **NOTE:** In 2020, it broke headlines that Tesla was actually facing out their Public Relations department according to [TechCrunch](#).
- Tesla has been touted as the [number one automotive brand](#) by the Twitter Engagement podium.
- The Tesla brand has been in the [top 3 for the automotive industry](#) on social media.
- Coined as the [“zero dollar marketing budget”](#), Tesla gets most of its traction from advertising with organic impressions on social media.
- **Tesla's Owned Media Channels:**
 - Instagram ([@teslamotors](#))
 - Geometric-feel to all content.
 - Have not posted since August 26, 2022

- Facebook ([@TESLAOfficialPage](#))
 - Very sporadic posting rhythm, lacks consistency.
- Twitter ([@Tesla](#))
 - Primary posts come from CEO, [Elon Musk on Twitter](#).
 - Tesla's account will retweet messages from the CEO.
 - Very sporadic, lacks consistent messaging and brand voice

External Environment

Customer Demographics

- **Region:** North America (primary), Asia and Europe
- **Density:** Urban and Rural
- **Age:** 25-34
- **Gender:** Majorly Male
- **Occupation:** Employees, professionals, senior managers and executives, *wide range of occupations and interests*
- **Income:** High (Middle-to-upper class)
- **Benefits Sought:**
 - Perception of Being Environmentally Friendly
 - Long-term cost effectiveness
 - Determined and Ambitious

SOURCES: Talkwalker, [Research Methodology](#)

Competitors and Social Media Usage

While competitors like BMW, Audi, Nissan, Volkswagen, Chevrolet are directly competitive, Google and Apple should also be monitored as indirect competitors as [non-automotive brands](#) are starting to come out with electric vehicles. *Please refer to the table below for more specific information on these competitors.*

- **BMW**
 - **Channel(s) Utilized:** Instagram, Facebook and Twitter
 - **Tempo of Messaging:**
 - i. Very active on social channels
 - ii. Posting 3-4 times daily on Instagram
 - iii. More “as needed” on Twitter and Facebook
 - **Notes on Messaging:**
 - i. While posts are frequent, community management is lacking.
 - ii. Use Instagram as a way to showcase products.
 - iii. Twitter is used more to attempt to engage users, while promoting products.
- **Audi**
 - **Channel(s) Utilized:** Instagram, Facebook and Twitter
 - **Tempo of Messaging:**

- i. Utilize a main Twitter account while managing smaller accounts specific to countries.
- ii. Post frequently (at least 2 times weekly) on Instagram.
- iii. Facebook appears to serve as a “boiled down” Instagram - it shares similar messaging tactics, but reflects current products
- **Notes on Messaging:**
 - i. Instagram has been used to showcase product in a way that uses the “tryptic style” of posting
 - 1. *Posting three closely related photos and then changing up the grid*
 - ii. Very clean, professional feel on Twitter account.
 - iii. Occasionally poll users on Twitter to promote engagement.
 - iv. Community management is handled promptly and professionally.

Environmental Trends

1. **Social:** A recent [Pew Research Center report](#) finds 47% of U.S. adults support a proposal to phase out production of gasoline-powered cars and trucks, while 51% oppose it. Furthermore, about 39% of Americans say they are somewhat likely to consider an electric vehicle as their next car. Just 7% of U.S. adults say they currently own an electric or hybrid vehicle. Most of these owners (72%) say they are very (43%) or somewhat (29%) likely to seriously consider an electric car or truck the next time around. Similarly, other findings in the same survey showed that younger generations are more receptive to the idea of phasing out gasoline-powered vehicles. [Majorities of Gen Z](#) (56%) and Millennial (57%) adults favor phasing out production of new gas-powered vehicles by 2035.
2. **Cultural:** There is current worry amongst Americans about the imminent climate crisis which may push some people to switch to electric vehicles as an attempt to contribute to the reduction of fossil fuels. [A poll done by The Washington Post found that a strong majority of Americans \(about 80%\)](#) say that human activity is fueling climate change, and roughly half believe action is urgently needed within the next decade if humanity is to avert its worst effects. Nearly 4 in 10 now say climate change is a “crisis,” up from less than a quarter five years ago.
3. **Legal and regulatory:** [Twelve U.S. states urge Biden](#) to back phasing out gas-powered vehicle sales by 2035 (California, New York, Massachusetts, North Carolina, Connecticut, Hawaii, Maine, New Jersey, New Mexico, Oregon, Washington State and Rhode Island). In a letter to the President, seen by Reuters, governors are asking “to ensure that all new passenger cars and light-duty trucks sold are zero-emission no later than 2035 with significant milestones along the way to monitor progress.” Sales of EVs for the first three months of the 2021 rocketed by 81% over the same period last year in the US. With supporting legislation, that trend will only continue.
4. **Political:** The president Joe Biden made an [executive order](#) on tackling the climate crisis on home and abroad by putting it at the center of US foreign policy and national security. He plans to restore and strengthen tailpipe emission regulations and set a target that half of all vehicles sold in the US are electric by 2030. The [new rules](#), which would apply to vehicles in the model year

2023, would cut about one-third of the carbon dioxide produced annually by the United States and prevent the burning of about 200 billion gallons of gasoline over the lifetime of the cars, according to a White House fact sheet. [The administration next plans](#) to draft even more stringent pollution rules for both passenger vehicles and heavy-duty trucks that are designed to compel automakers to ramp up sales of electric vehicles.

5. **Economic:** According to [The New York Times](#), there is a boost in demand for cars fueled by two main reasons: a shortage of computer chips that has reduced car productions due the pandemic and a strong economic recovery with low interest rates, high savings and government stimulus payments. Even though the unemployment rate is still higher than before the pandemic, many people have money to spend. Government payments have helped lots of people, but many Americans, kept from vacationing or eating out, saved money. Financing cars is also relatively cheap — at least for people with good credit. Some automakers like Toyota, which has been less affected by the chip shortage than others, are advertising zero-interest loans on some cars.

Key Opportunities

- Tesla, as a brand already has a presence on social media platforms, however, Tesla still lacks a presence on many large channels such as Facebook, Tik Tok, and YouTube. These three social media and content sharing platforms are a great way for Tesla Motors to expand and increase its influence and digital reach.
 - **Facebook is by far the largest social media platform in terms of daily active users (over three billion users)**, and almost every company and organization has some presence on Facebook in some shape or form. With an already known and unique brand name and prior social media presence, integrating Facebook into its social media strategy should be an overall simple and efficient process.
 - Tik Tok is another recent social media platform that is currently experiencing explosive growth on an exponential level. With over 2.6 billion app downloads, Tik Tok is currently one of the most downloaded and used social media networks in the world. **Tik Tok also has some of the most influential reach on younger generations such as Gen Z and Millennials.** This could also be a very good way for Tesla to expand their reach to these target audience groups.
 - No YouTube channel exists for Tesla. This would be a wonderful way for Tesla to promote not only the Tesla Model C, but also additional products down the line. YouTube is a wonderful way to communicate the product and the performance of the product to the consumers - **especially considering YouTube is a highly favored social network by Tesla's target demographic.**

- One of the most important elements when integrating new and innovative social media strategies and networks is making sure that the plan and strategy is air-tight, as well as heavily structured and goal-oriented. A comprehensive strategy regarding market, industry, competitive, and both internal and external data, as well as a summary of the goals and projected results are all very significant elements in the process of developing strategies and campaigns in new social media platforms and networks. Tesla is also a very valuable company and has a very good cash flow. This allows Tesla to contribute and provide large amounts of funds and resources towards marketing, advertising, and promotion. This combined with an already strong brand and social media presence on other platforms and networks allows for Tesla to be put in a very competitive and advantageous position for innovation and branding promotion.

Target Audience

There is minimal diversity amongst Tesla Owners. Predominant owners are White, middle aged men who are homeowners with high income. Accordingly, Tesla uses mono-segment positioning as their current marketing strategy to continue to target middle and upper-class consumers to maintain a specific perception and status.

- Demographics: the average Tesla owner is a 54-year-old white man making over \$140,000 with no children (Evunite). (In contrast, the median age for car owners in the US is 38).
 - Men take up approximately 70% percent of the market, as women count for the additional 30%. This is in correlation to the views of the practicality of electric cars.
 - Over 60% of Tesla owners have no children at home
 - Ethnicities are skewed towards 87% White, 5% Hispanics, and the additional 5% to other ethnicities.
- Psychographics:
 - Innovators and early adopters
 - Future-oriented
 - Receptive to new ideas and technologies
- Geographics (Top 10 US States):
 - California, Florida, Georgia, Washington, Texas, New Jersey, Arizona, Nevada, New York, Ohio, Illinois.
 - It is suggested that Tesla expands their sales force in several additional markets as they already have a huge presence on the east and west coast. They should expand into less densely populated regions. Although there may be a heavy brand awareness in some areas, there should also be a heavy product presence.

SWOT Analysis

TESLA
AMERICAN ELECTRIC
VEHICLE

SWOT Analysis

- S**
 - Tesla has become a leading automotive manufacturer in 2019, delivering approximately 367,500 vehicles.
 - Tesla has the highest energy efficiency of any vehicle ever built
- W**
 - Limited presence, market core is in the US
 - Small target group currently
 - Lack of public relations department to handle:
 - Corporate communications Crisis
- O**
 - There is an increase in demand for electric vehicles, due to its benefits on the environment. There is a positive correlation with sustainability trends
 - As Tesla has begun working on more affordable models, this will allow sales expansion into different audience markets
- T**
 - Liability claims are a threat that will consequently put the company in a financial setback.
 - Competitions of electric, and hybrid cars are entering the market.
 - Lack of regulations for autonomous vehicles
 - Elon Musk is the sole brand face

Summary

A huge opportunity exists for Tesla on the brink of the announcement of the Tesla Model C to use its “zero advertising budget” to the brand’s advantage. By capitalizing on the rise of platforms like TikTok and YouTube combined with the brand’s own CEO, there is a large area of opportunity to enhance opportunities to connect with consumers and stakeholders in a meaningful way. This will help ensure Tesla stays a competitive market leader in the electric automotive industry.

Social Media Zones

Overview:

The following provides a brief overview of how Tesla can utilize social media to:

- 1) boost community
- 2) awareness through social community and social publishing.
- 3) understand consumer purchasing patterns
- 4) ways to actively reach audiences through the entertainment methods they most frequently consume

Please review the below charts for more tactics on successfully managing these areas. The key step to accomplishing the following is establishing clear corporate accounts across all social media networks.

Social Community Zone (1)

- Increase corporate social media to foster community use on the following platforms:
 - TikTok
 - *More one-way communication and promotion, please see Social Media Zone 2*
 - Twitter
 - Organically engage with customers through polls and sharing positive customer feedback through re-tweets.
 - YouTube
 - Largest part of our target market uses YouTube
 - Use it to share stories of customers using Tesla Products, similar to Volkswagen efforts on YouTube.
 - Instagram
 - *More one-way communication and promotion, please see Social Media Zone 2*
 - Facebook
 - *More one-way communication and promotion, please see Social Media Zone 2*
- Facilitate community management aspects in order to handle customer comments and feedback properly and promptly.
 - Community management should be conducted across all platforms that Tesla has accounts on in order to maintain good customer relationship management (CRM).
 - Must re-hire public relations team.
- Consider sharing customer sentiment and reviews by:
 - Reposting customer feedback
 - Doing a micro-campaign highlighting customers honest reviews and product showcases.
- Create a branded hashtag to house content for
 - “#TeslaUsWhy” for an evergreen hashtag (like “tell us why”)
 - Makes room for why Tesla makes an impact on consumers' lives, similar to the positive word of mouth Tesla is already receiving.
 - “#CTesla” for the Tesla Model C promotion

Social Publishing Zone (2)

This is the primary opportunity for brands to share their message in their voice with their target audience. Through creative and strategic content marketing, they can distribute value, relevant, and consistent content to drive profitable customer action

Editorial

- Continue to utilize [a blog](#) and forum for Tesla Model C updates.
 - Begin a discussion thread on [Tesla Owners Online](#) to help promote Model C.
- Build out a media list to boost awareness of the Tesla Model C release.
- Create a Tesla Model C press release in order to maximize positive press.
- Create relationships with popular automotive magazines like “Car and Driver”, “Motor Trend”, “Super Motor” and have an editorial highlighting the new model C.
 - In creating relationships through editorial content, we want to persuade prospects to change their attitude, behavior, and take a desired action of an increased interest in the product

Commercial

- Develop a new promotional video for the new Model C vehicle emphasizing the new features and technologies of the vehicles. This new video can also be shared among all the other social media platforms to attract more public attention. With commercial advertising, you can emphasize specific target groups by having the contributions of specific influencers involved. Commercial ads will also help in differentiation, and help consumers easily identify the benefits that the Tesla C model provides, in contrast to other brands and models.
 - This can translate into sponsored content.

User Generated

- Teaser campaigns can be created solely on twitter to get the hype around the Tesla model C specifically. Twitter is a micro sharing site that can be done by the consumer or by the business/CEO.
 - Tesla may also consider beginning use on Instagram, TikTok and Facebook to better reach audiences while advertising new products (including the launch of the new Model C) in order to produce hype and awareness of the new product.
 - These social media platforms help consumers and prospects become involved in the co-creation of content.
- Podcasts is an area where Tesla hone in on, and establish a regular weekly schedule of posts that will create engagement and loyalty from customers. This can be distributed through iTunes, the ‘podcasts’ app, and other podcast networks. People listen to podcasts as they walk, exercise and even drive. In doing podcasts, you also grab additional prospects. This appeals to mobile users, and as we are living in a digital age, this is important.
- E-Newsletters will be a great opportunity for Tesla to take advantage of because it is using pre-existing content and is fairly simple to package timely to prospects who granted permission to send them emails. The benefits are that this is lead nurturing and applicable to all devices.

Social Commerce Zone (3)

- Use monetary boosted posts on Instagram and Facebook to boost reach across media, brand awareness, product awareness while advertising in an organic way.
- Consider establishing a “bot” on various [Tesla websites](#) to handle initial screening questions until a person is able to actually assist — easing the consumer purchase flow.
 - Sample pop-up messages:
 - “Hello! Can we help you today?”
 - “Have you heard about our new Model C?”
 - “What features do you love most about Tesla Models?”
- Encourage consumers to share honestly (hopefully in favor of) the Tesla Model C across media.
 - Consider sponsored posts with reviews.
 - Tesla has created a strong brand with no traditional advertising. They have relied on free word-of-mouth. Thus, reviews from consumers will not be incentivized.
- Instagram also serves as a social commerce tool that can help Instagram via its [‘Shoppable Posts’](#) feature.
 - *Enables customers to purchase in app, ultimately enhancing the customer’s experience.*
 - *Brand engagement via Instagram will help improve search rankings*
 - *Results in more data about customer behavior*
- Implement Community Care Guidelines to prepare to adequately handle negative consumer sentiment and negative product reviews.
 - This will help boost overall moral around the post-purchase evaluation
- Establish a team to handle consumer reviews and consumer care.

Social Entertainment Zone (4)

- Incorporate branding within the game story to showcase the Tesla Model C in popular [automotive based video games](#).
 - *Forza Horizon 4*
 - *Need for Speed: Hot Pursuit Remastered*
 - *Gran Turismo 7*
- Consider utilizing the YouTube platform for:
 - Brand Sponsored Content through use of video games.
 - Working with pre-identified large influencers scale influencers in the environmental automotive industry and have them review Tesla Model C.
 - Sponsor reviews to review Tesla’s [in-vehicle arcade system](#).
 - *Note: as noted by the FTC, all sponsored influencers must let audiences know.*
- Establish an official TikTok Account for:
 - Greater reach among our younger audience.
 - Transfer exclusive Tesla content from main social media accounts to our new TikTok account

- Host a test drive event for Tesla Model C and share various clips of the test drive to various platforms.
- Synthesize a strategic campaign focused on a partnership with mobile and online gaming giant, Zynga.
 - *Zynga has a plethora of games to choose from, as well as an abundance of racing games.*
 - *Incorporating the Tesla branding as well as the actual product, the Model C into in-game ads, as well as make the vehicle a playable element of the game. This could effectively reach younger audiences.*

Social Experience Strategy

When creating a social experience for consumers, it is imperative Tesla take a “meet-them-where-they-are-at” approach toward its customers when creating a social experience for consumers. Based on demographics and the PRIZM models, a tailored plan has been developed to reach customers effectively and in a meaningful way.

What will we do

Throughout the remainder of the campaign for social experience, the plan is to approach this through more grassroots-marketing ultimately aiming to meet the consumer where they are at. This can be accomplished most effectively through Social Community Zone One and Social Entertainment Zone Four. The following key points below fall into the overall strategy and execution.

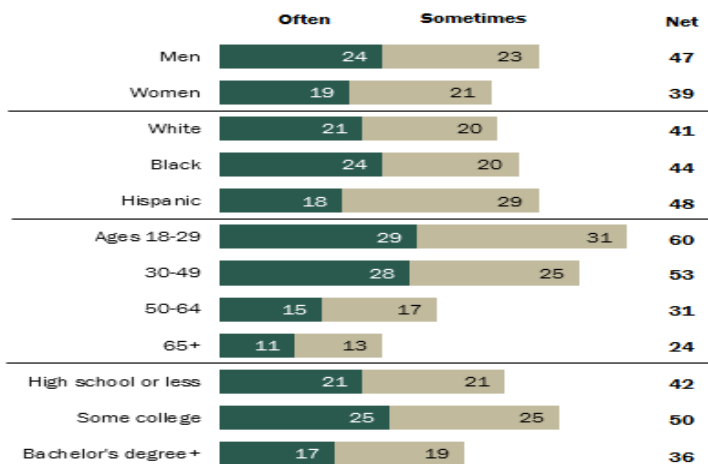
1. Boosting overall presence on social media.
 - a. Launch a TikTok and YouTube to share more video-content to showcase the features and aspects of Tesla Model C.
 - i. It can be noted that a large portion of audiences within our target demographic (Male, ages 25-34) lean toward YouTube and video related content.
 - b. Create a consistent posting pattern on corporate accounts on [Twitter](#) and [Facebook](#) platforms.
 - c. Develop a Crisis Management plan and build out a Public Relations and Community Care team to handle customer comments and maintain positive sentiment on social media.
 - i. Team may also want to consider assisting CEO, [Elon Musk's Twitter](#) to assist with crisis management.
 - ii. This will assist in boosting customer value around Tesla.
2. Creating an overall immersive experience through the form of:
 - a. Video Games

- i. Allow users to experience the overall feel of driving the Tesla Model C through the most popular video games by being able to drive it virtually. This will include the following games:
 1. Forza Horizon 4
 2. Need for Speed: Hot Pursuit Remastered
 3. Gran Turismo 7
- b. Virtual Reality
 - i. Allow users to experience the Tesla Model C from locations as easy as their own homes by allowing individuals to test drive and see the vehicle through a virtual reality using the following headsets.
 1. PlayStation VR
 2. Oculus Rift
 3. Oculus Quest 2
 4. Samsung Gear VR
 5. HTC VIVE

Who will this be reaching

Younger Americans and men are among the most likely to play video games

% of adults saying they often/sometimes play video games on a computer, TV, game console, or portable device like a cellphone



Note: Figures may not add to subtotals due to rounding. White and blacks include only non-Hispanics. Hispanics are of any race.
Source: Survey of U.S. adults conducted March 13-27 and April 4-18, 2017.

PEW RESEARCH CENTER

The plan is to reach the target audience we had previously defined, mainly consisting of middle-to-upper class males around the age of 25 to 34. According to the PRIZM classification we selected, the “*Young Digerati*” are tech-savvy who enjoy technology and stay up to date with trends. We think this group of people will enjoy this social media experience as they are probably already familiar with video games and virtual reality experiences. Furthermore, we also have evidence of how this specific segment of the population utilizes social media, being Facebook and YouTube the top choices for this audience but keeping in mind Instagram and Tik Tok have become also very prominent the last

few years. This audience seems to be more engaged with video-related content rather than text or simply pictures, making us think this kind of experience will be the most enjoyable and engaging for them.

Table 1.1 - % of U.S. adults in each demographic group who say they ever use ...

	Facebook	Instagram	LinkedIn	Twitter	Pinterest	Snapchat	YouTube	Reddit	TikTok
Men	61%	36%	31%	25%	16%	22%	82%	26%	23%
Women	77%	44%	26%	22%	46%	28%	80%	21%	12%
Ages 30-49	77%	48%	36%	27%	34%	24%	91%	30%	22%
More than 75k	70%	47%	50%	34%	40%	28%	90%	29%	26%
College graduate	73%	49%	51%	33%	37%	23%	89%	33%	26%
urban	70%	45%	30%	27%	30%	28%	84%	28%	18%
suburban	70%	41%	33%	23%	32%	25%	81%	23%	21%
Total	69%	40%	28%	23%	31%	25%	81%	23%	18%

Timeline Overview

1. Build out media lists for:
 - a. *Video Game Partners*
 - b. *Virtual Reality Companies*
2. Hire and form Public Relations Team
3. Launch remaining social media (YouTube and TikTok)
4. Begin working with creative designers within a) video games and b) virtual reality experiences to incorporate Tesla Model C.
5. Develop Community Care Guidelines for Crisis Management
6. Develop social calendar for Tesla Model C
 - a. Ensure this is reflective of the different platform features

Key Takeaways

Digital-centric experiences within the Tesla C Model will allow consumers to see that competitors are living in the past while Tesla is future oriented. To drive top customer experiences, Tesla should focus on an easy car buying experience. The e-commerce experience does not need to happen in physical stores but should be at the hands of the consumers - and this can be done through personalization and targeting.

Social Activation Plan

Tesla has focused on the activation of their brand through experiential marketing. They've brought their brand to life to pull in audiences from their monotonous routines. Digital environments have become a

virtual reality and the relationships also tend to be virtual. Please, review the below charts to learn how Tesla will continue to activate their plan for Tesla Model C.

Business Goals

Tesla's business goals can be seen through their mission statement: "To accelerate the world's transition to sustainable energy." Goals are revolutionizing mobility, maintaining global leadership, and transitioning to sustainable energy.

- **Revolutionize Mobility:** Tesla's core technologies are "the battery, the computer software and the proprietary motor". This has changed the landscape of electric vehicles becoming superior, and more enjoyable to drive.
 - Innovative market strategies: Tesla focuses less on advertising but educates consumers and prospects through showrooms. They sell models online rather than a dealer network.
- **Global Leadership:** Tesla claims 23% of the battery-electric car market and is the leader with 16% of the plug-in market.
 - A specific goal is to bring new factories in places like Germany and Texas
 - Launch of Cyber Truck
- **Sustainable Energy:** Tesla thrives on extending battery life before recycling - for environmental reasons. Therefore, Tesla will do everything possible to extend the consumer's battery life before decommissioning (Tesla). No lithium-ion batteries go to landfilling, rather all 100% are recycled.

Target Audience

There is minimal diversity amongst Tesla Owners. Predominant owners are White, middle aged men who are homeowners with high income. Accordingly, Tesla uses mono-segment positioning as their current marketing strategy to continue to target middle and upper-class consumers to maintain a specific perception and status.

PRIZM Classification Summary

The **Segment Narrative** Tesla's target audience fits that of the **Young Digerati** — *who are typically more tech-savvy and live in more upper-edge, urban neighborhoods. They enjoy more eco-friendly lifestyles and are more health oriented.*

The **Life Stage Group** can be classified as midlife success. *These individuals are typically in early adulthood with no children, but typically make upward of six-figure incomes. They love new technology and innovation and enjoy travel.*

The **Social Group** for Tesla can be classified as **Urban Uptown**. *These individuals are wealthy, but typically have no children. They take a more diverse, but upscale perspective. They are very future-oriented and receptive to new technology — they fall under the early adopters stage of marketing.*

Activation Plan

- 1) Target Audience Insight
 - a) A common theme within our target audience (Male, 25-34) is that they are early adopters and are very tech savvy. With that said, our primary approach for reaching consumers through our activation plan will have heavy emphasis on technology. By using this strategy, consumers will be able to be advertised regarding the Tesla Model C through this type of content marketing. Please review further to see the plan in further detail.
- 2) Campaign Influence Perception
 - a) **Phase 1: Launching a Public Relations and Community Management Team**
Timeframe: 1 - 2 Weeks
 - i) Develop a **Crisis Management plan** and build out a **Public Relations and Community Care** team to handle customer comments and maintain positive sentiment on social media.
 - (1) *Team may also want to consider assisting CEO Elon Musk's Twitter to assist with crisis management.*
 - (2) *Assign individuals to the following corporate accounts:*
 - (a) Instagram
 - (i) [@teslamotors](https://twitter.com/teslamotors)
 - (ii) [@elonmuskslife](https://twitter.com/elonmuskslife)
 - (b) Twitter
 - (i) [@tesla](https://twitter.com/tesla)
 - (ii) [@elonmusk](https://twitter.com/elonmusk)
 - (c) LinkedIn
 - (i) [Tesla Motors](https://www.linkedin.com/company/tesla-motors)
 - (3) *Conduct social media management frequently to ensure crisis(es) are properly handled and corporate social responsibility (CSR) is properly handled.*
 - (4) *Build out media lists with key tech industry stakeholders for outreach in future occasions.*
 - b) **Phase 2: Planning**
Timeframe: 3 Weeks
 - i) Plan Social Media Efforts
 - (1) Launch any accounts on unused social media.
 - (a) TikTok
 - (b) Facebook
 - (2) Plan a content calendar (editorial calendar) for all social media networks to promote Tesla Model C
 - (a) Media Type: Video, to be cut in various lengths and adjusted to various platforms.
 - (b) Posting Rhythm: Twice Weekly
 - (c) Main Messaging: Feature user interacts and reviews with the Tesla Model C.
 - (d) Additional Notes:
 - (i) Keep in mind key dates for any big launch events or brand activations.
 - (ii) Adjust videos to platform limitations and aspect ratios.
 1. i.e., *YouTube handles more longform content and typically is 4:3 ratio.*
 - ii) Meet with key stakeholders within big video game and virtual reality companies
 - (1) Sample video games to be considered include *Forza Horizon 4, Need for Speed: Hot Pursuit Remastered, Gran Turismo 7*

- (2) Sample virtual reality experiences: *PlayStation VR*, *Oculus Quest 2*, *Samsung Gear VR*, *HTC VIVE*
- (3) Key Stakeholders to reach out to:
 - (a) Kim, *Group Manager*, [Turn 10 Studios](#)
 - (b) Chris Bruzzo, *Chief Experience Officer*, [Electronic Arts](#)
 - (c) Caryn Mical, *Vice President of Marketing*, [Global VR](#)
 - (d) Brendan Iribe, *Co-Founder and Chief Operation Officer*, [Oculus VR](#)
 - (e) Marc Mathieu, *Chief Marketing Officer*, [Samsung](#)
 - (f) Chris Capossela, *Chief Marketing Officer and Executive Vice President, Marketing and Consumer Business*, [Microsoft](#)
- c) **Phase 3: Launching**

Timeframe: *Ongoing until model launch*

 - i) Launch social media content
 - (1) Utilize Facebook, YouTube and TikTok to share dynamic video-content that promotes the upcoming launch of Tesla Model C.
 - (2) Use Instagram to promote close-up, teaser-style content for the Tesla Model C launch.
 - (3) Utilize all efforts as content marketing to communicate vehicle features and offers with consumers on an ongoing basis.
 - ii) Teaser for video games
 - (1) Partner with popular video game streaming platforms (or platform influencers) to promote Tesla Model C in the video games.
 - (2) Maintain ongoing relationships with key stakeholders in order to ensure placement in upcoming video games
- d) **Phase 4: Trial**

Timeframe: January 2022 - Ongoing

 - i) Virtual Reality: Brand Activation for Tesla Model C (**January 2022**)
 - (1) Our primary audience is tech-savvy and forward focused. A virtual reality experience marries the desire for individual consumers to experience the Tesla Model C while removing any need for a large facility to test drive the vehicle. The brand activation will consist of the following:
 - (a) Tesla C Models with various features and functions for attendees to sit in and see the vehicle.
 - (b) Offer headsets to enhance the experience and allow guests to test drive the vehicle through a virtual reality experience.
 - (c) Promote more experiences within video games by offering a video game session at an event for users to drive Tesla Model C through a Tesla brand placement in video games.
 - ii) Continue to utilize Public Relations team and community management efforts to monitor overall conversation, reviews and sentiment on social media.
- 3) Measurement
 - a) Measuring Social Content: One of the most important elements that will be measured are brand relevance and affinity. This will be done through measuring brand sentiment, brand awareness pre- and post-event, as well as social media monitoring.

- b) Measuring Brand Activation Attendance: This is where engagement conversion ratio is measured. This can provide data that we can use to measure the return on this investment.
- c) How will we measure success?
 - i) Analytics such as brand reach, visitor count, and visitor engagement. The more engaged the consumer, the greater the ROI, visitor dwell time is also an important metric to look at. There is a strong correlation between longer dwelling time and brand growth.