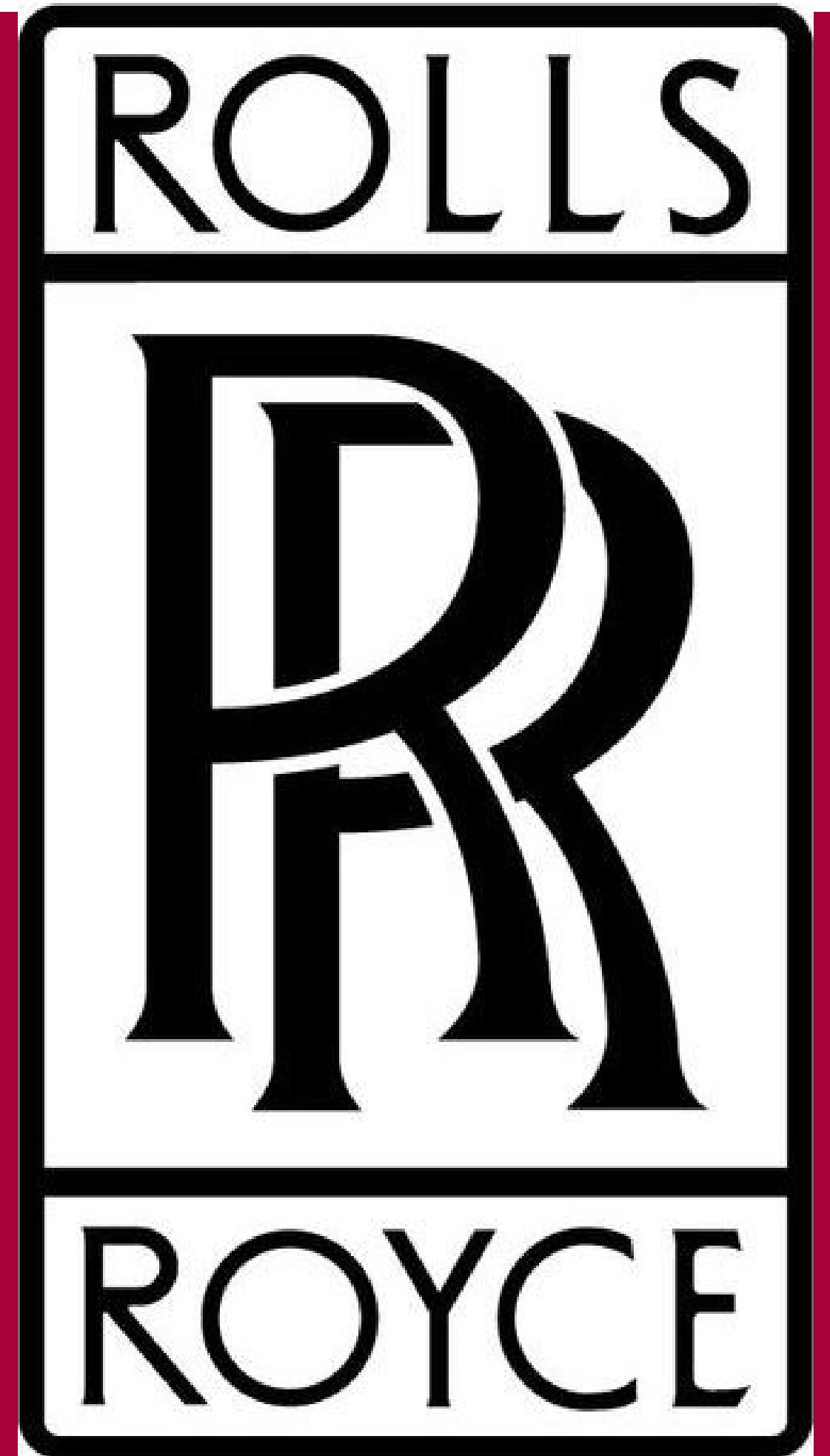


AUTOMOTIVE
LUXURY CATEGORY
**ROLLS-ROYCE
& BENTLEY**

TEAM 1





SOCIAL MEDIA MARKETING

Rolls-Royce utilizes social media platforms, especially
INSTAGRAM

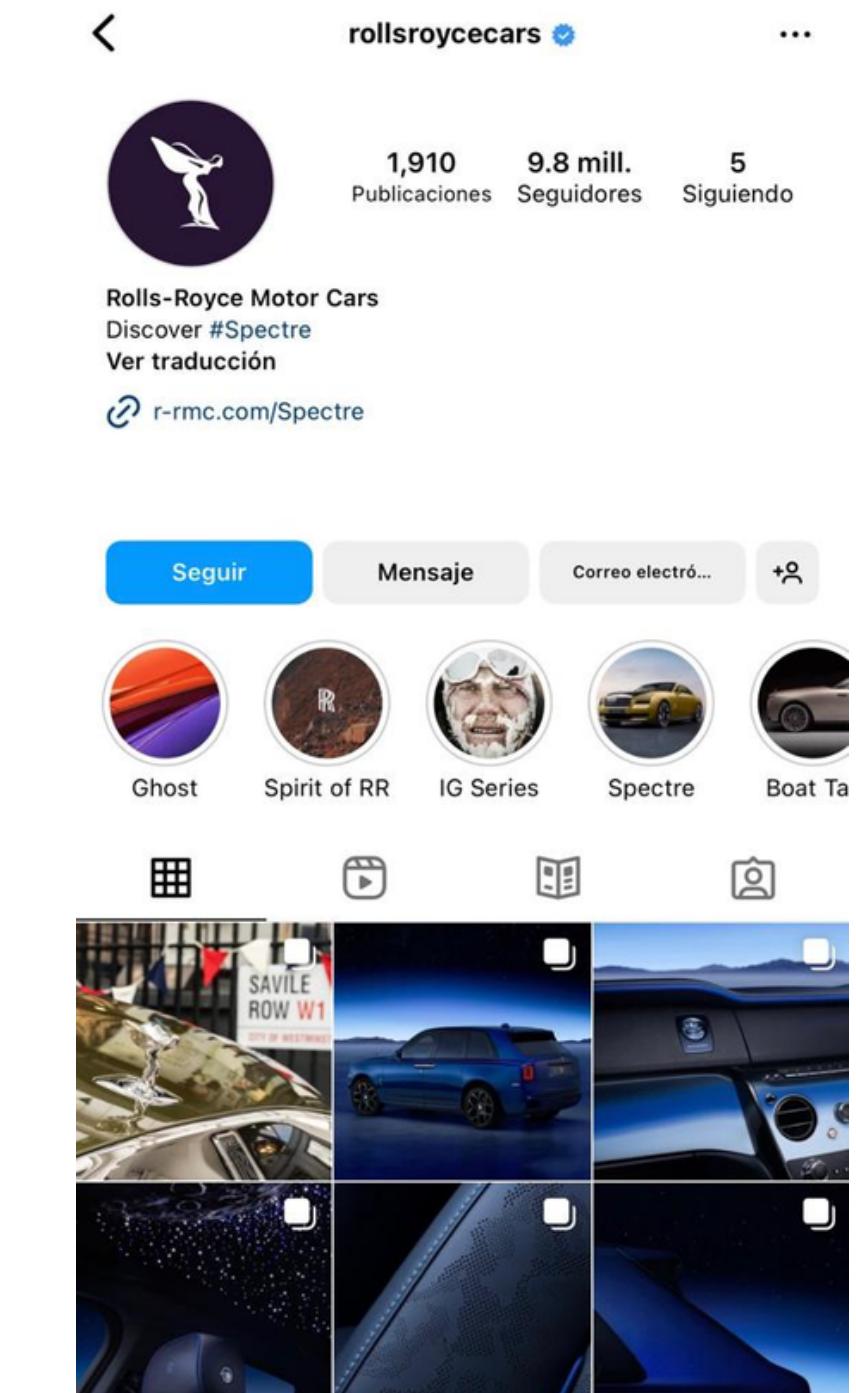
They share high-quality visuals and videos that highlight:

- Intricate details
- Exquisite materials
- Bespoke features of their cars

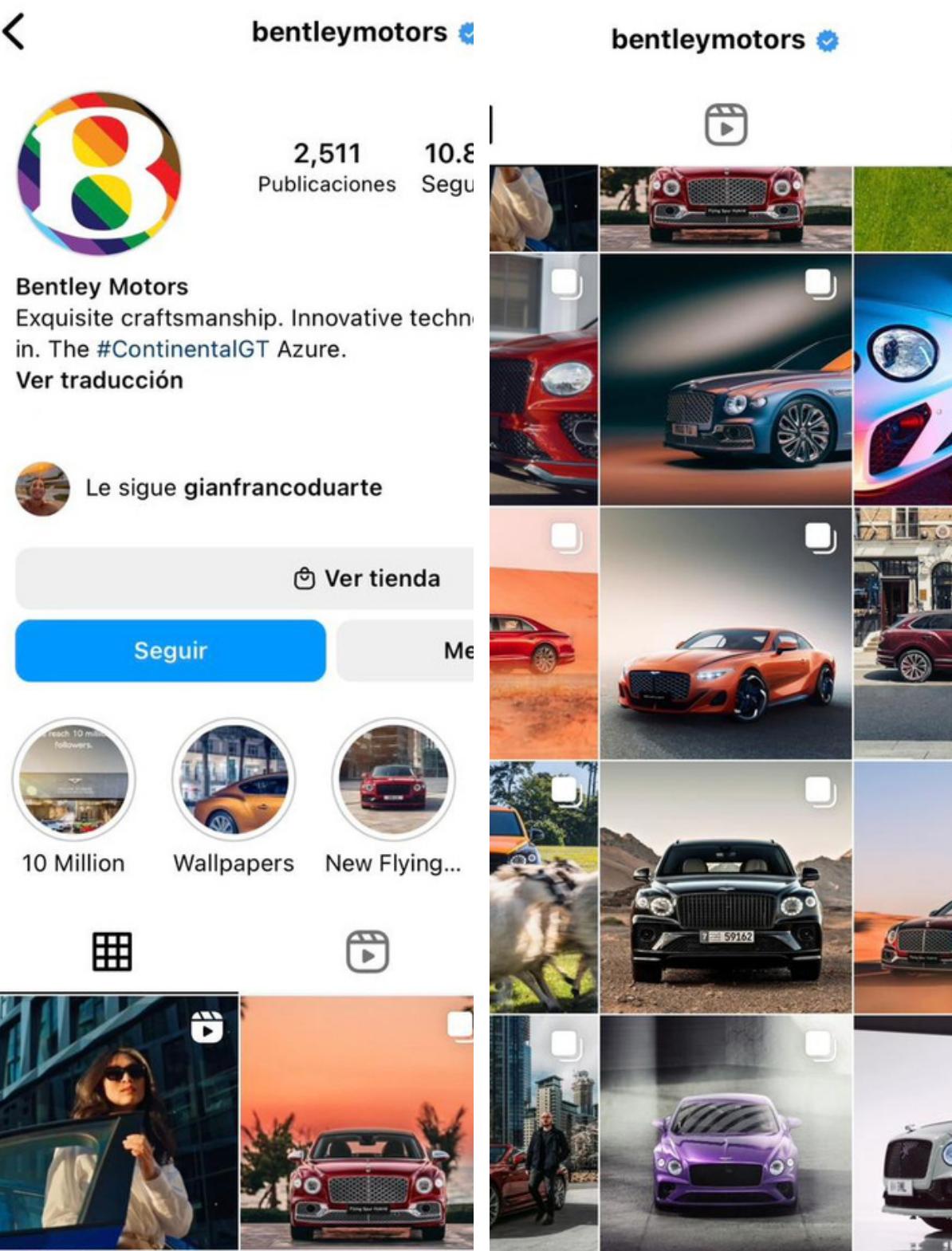
Rolls-Royce's social media strategy focuses on creating a sense of aspiration and exclusivity, targeting individuals who appreciate the pinnacle of automotive luxury.

Stunning visuals and videos that showcase their luxury vehicles in various settings →

Instagram account:



SOCIAL MEDIA MARKETING



- Bentley uses social media platforms like Instagram, Facebook, and Twitter to connect with its target audience.
- Bentley's social media strategy focuses on creating a sense of aspiration and exclusivity, targeting affluent individuals who appreciate luxury and craftsmanship.
- Bentley does collaborations with social media influencers and well-known celebrities aligned with the values of the brand. The partnerships involve showcasing the vehicles in determined content, attending events or collaborations for certain campaigns, helping the brand to extend their reach.



COMPARISON - TWO BRANDS

Rolls-Royce and Bentley use social media platforms, especially Instagram, to connect with their target audience.

Both brands also focus their strategies on creating a sense of aspiration and exclusivity.

FOLLOWERS & REACH

Both have a sizeable fan base on major social media platforms including Instagram, Facebook and Twitter. Both brands have managed to attract a global audience interested in the luxury, elegance and quality of their vehicles. However, the number of followers can vary depending on the platform and the focus of each brand.

INFLUENCER MARKETING STRATEGIES

Rolls-Royce and Bentley partner with influencers, celebrities and big-name personalities to promote their luxury vehicles and lifestyle. These collaborations often include sponsored content on social media, where influencers share their car experiences and promote the brand to their followers.

CONTENT

Both brands create high-quality, visually appealing content to showcase their vehicles and luxury lifestyle. Rolls-Royce tends to focus on timeless, classic elegance, while Bentley tends to emphasize a combination of elegance and performance. Both brands post images and videos highlighting the meticulous details of their cars, as well as collaborations with renowned designers, artists and other partners.

AUDIENCE ENGAGEMENT

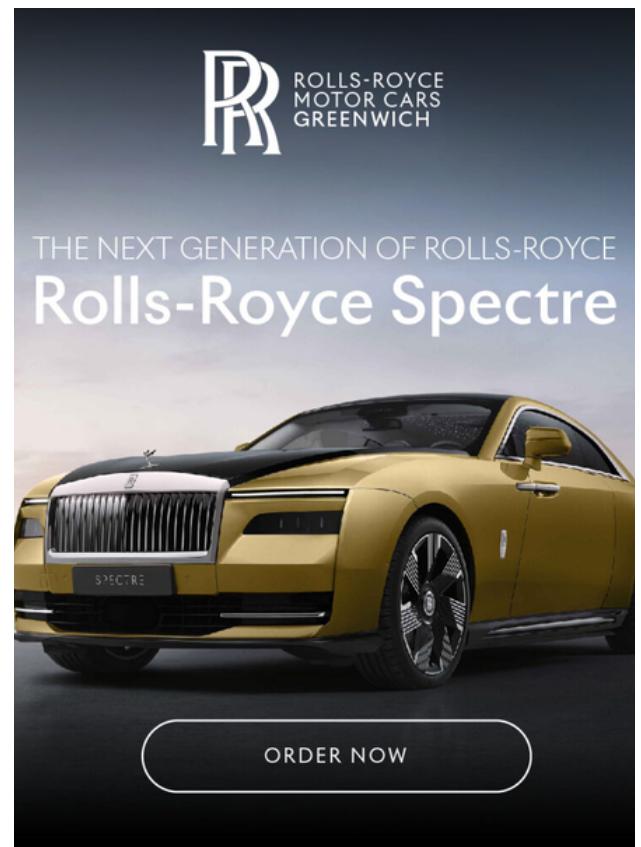
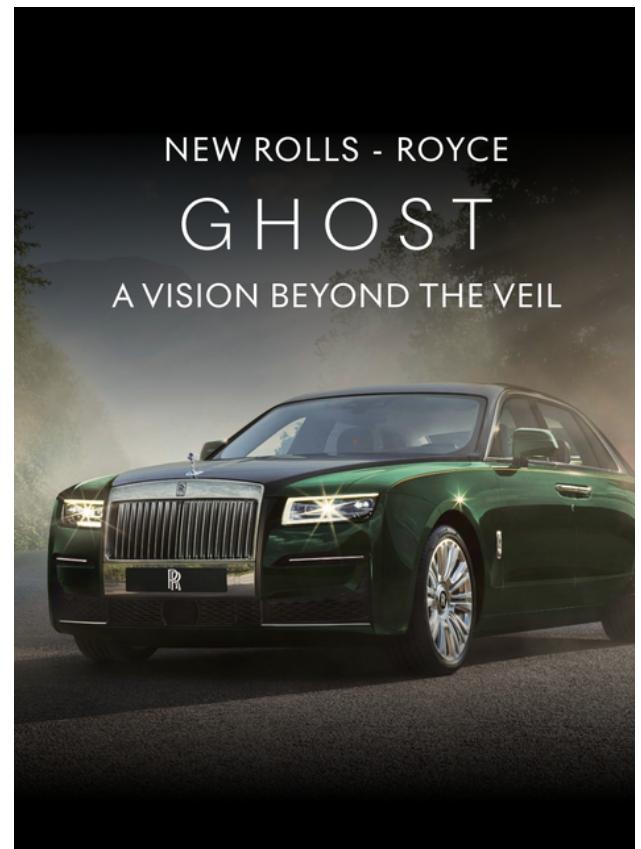
Both brands have an active presence on social media and seek to engage with their audience. Rolls-Royce and Bentley respond to fan comments and questions, as well as share stories and experiences from satisfied customers. These interactions help strengthen brand loyalty and maintain a personalized connection with luxury car owners and enthusiasts.

INNOVATION & TECHNOLOGY

Both brands use social networks to highlight technological advances and innovative features of their vehicles. Rolls-Royce and Bentley often feature unique design elements, such as luxurious interiors and cutting-edge infotainment systems, through media content on social media.



ADVERTISING



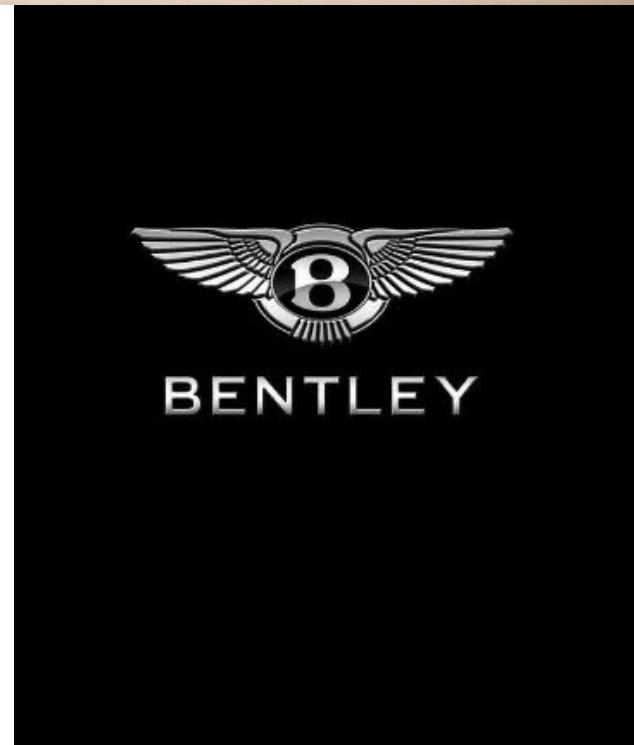
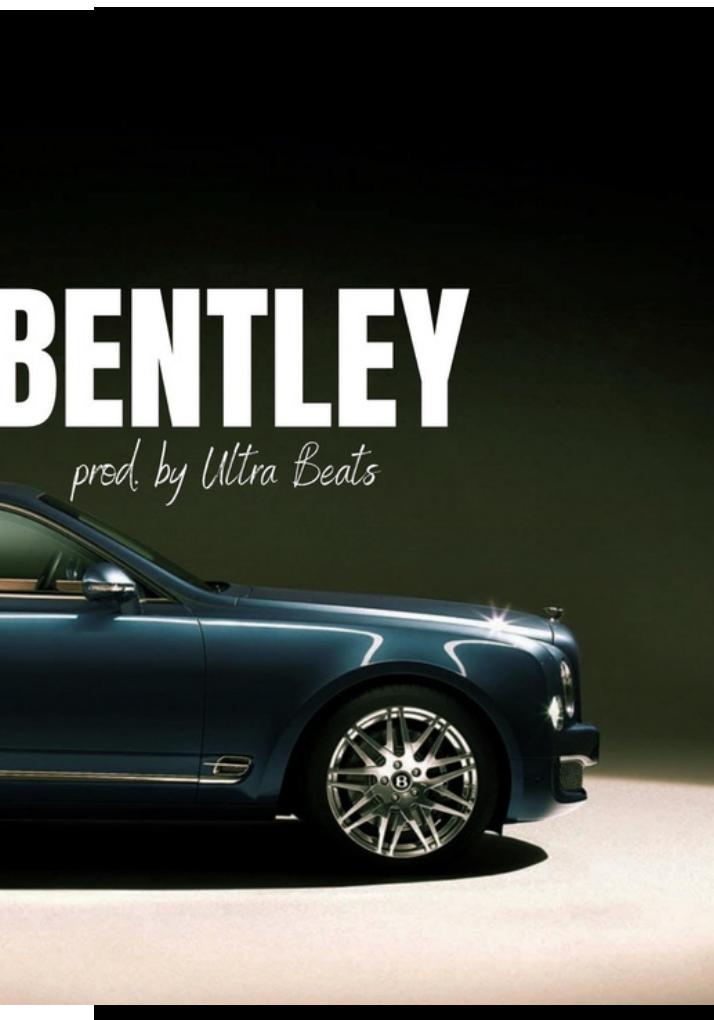
- Rolls-Royce's advertising campaigns focus on conveying the brand's exclusivity, elegance, and attention to detail.
- Their advertisements appear in prestigious publications, digital platforms, and targeted media channels.
- Advertisements often feature their iconic models in breathtaking locations, evoking emotions of luxury, sophistication, and success among their target audience.

EXAMPLE:

- They collaborated with renowned photographer Rankin to create a series of stunning images that captured the essence of Rolls-Royce luxury.



ADVERTISING



- Bentley's advertising appears in high-end magazines and digital platforms.
- The advertisements highlight the vehicles' design, power, and exclusivity.
- Emotions of sophistication, success, and aspiration are evoked through visually stunning campaigns.
- Advertisements have been featured in renowned publications like "Robb Report" and "Vanity Fair."
- Event marketing and social media strategies are utilized to engage with customers and target their lifestyle.



COMPARISON - TWO BRANDS



- Rolls-Royce and Bentley focus on **conveying exclusivity and elegance** in their advertising campaigns, targeting affluent and sophisticated audiences.
- Rolls-Royce focuses on evoking emotions of luxury and showcasing their commitment to craftsmanship through breathtaking locations, while Bentley emphasizes the design, power, and exclusivity of their vehicles, appealing to individuals seeking sophistication and aspiration.
- Rolls-Royce emphasizes artistic collaborations to reinforce attention to detail and exclusivity, while Bentley employs lifestyle marketing and event-based strategies, engaging with customers based on their interests and leveraging social media for connection.
- Rolls-Royce's advertisements appear in prestigious publications, digital platforms, and targeted media channels, while Bentley's campaigns are featured in high-end lifestyle magazines and utilize digital platforms and social media.

PUBLIC RELATIONS

Rolls-Royce's PR efforts are aimed at building and maintaining a strong brand image. They collaborate with influential figures, artists, and designers to create special editions and bespoke models.

PR activities:

- Media partnerships
- Press releases
- Participation in exclusive events

Rolls-Royce's PR efforts have involved collaborations with renowned artists and designers.

Notable partnership:

Fashion designer **Guo Pei**, who created a bespoke Phantom for a special event.

& EVENTS



Rolls-Royce participates in prestigious events and auto shows worldwide, such as the **Concours d'Elegance** and the **Goodwood Festival of Speed**

- Events provide a platform to showcase latest models, bespoke creations, and technological innovations
- Reinforces Rolls-Royce's position as a symbol of automotive luxury and elegance
- Regular participation in prestigious events worldwide
- **Goodwood Festival of Speed:** Showcasing latest models and limited editions
- Test drives and exclusive displays offer visitors a firsthand experience of luxury and performance



PUBLIC RELATIONS

- Bentley's PR efforts aim to build and maintain a positive brand image.
- Influential personalities, celebrities, and brand ambassadors are involved in creating luxury associations.
- PR activities include media partnerships, press releases, and events coverage.
- Bentley collaborates with high-profile individuals to enhance its brand image.
- Partnerships with renowned designers generate media attention and reinforce the brand's reputation for style, elegance, and innovation.

&

EVENTS



- Bentley organizes exclusive events and exhibitions to showcase their vehicles and engage with potential customers.
- These events include auto shows, luxury lifestyle exhibitions, and bespoke gatherings.
- The aim is to create a premium and luxurious experience for attendees.
- Participation in prominent auto shows like the Geneva Motor Show and Pebble Beach Concours d'Elegance.
- Bentley reinforces its position as a leader in the luxury automotive industry through these events.

COMPARISON - TWO BRANDS



BENTLEY PUBLIC RELATION APPROACH

- Lifestyle: Focuses on experiences & values that associate with luxury and performance.
- Sponsorship: high luxury, sports and lifestyle events.
- Social Media: Influencers, and celebrities aligned with the brand image.
- Generation of positive media coverage through events.
- Brand image & Tone: focused on a more youthful, sporty, and dynamic tone.
- The driving experience: Emphasizes performance, technology, and driving experience.

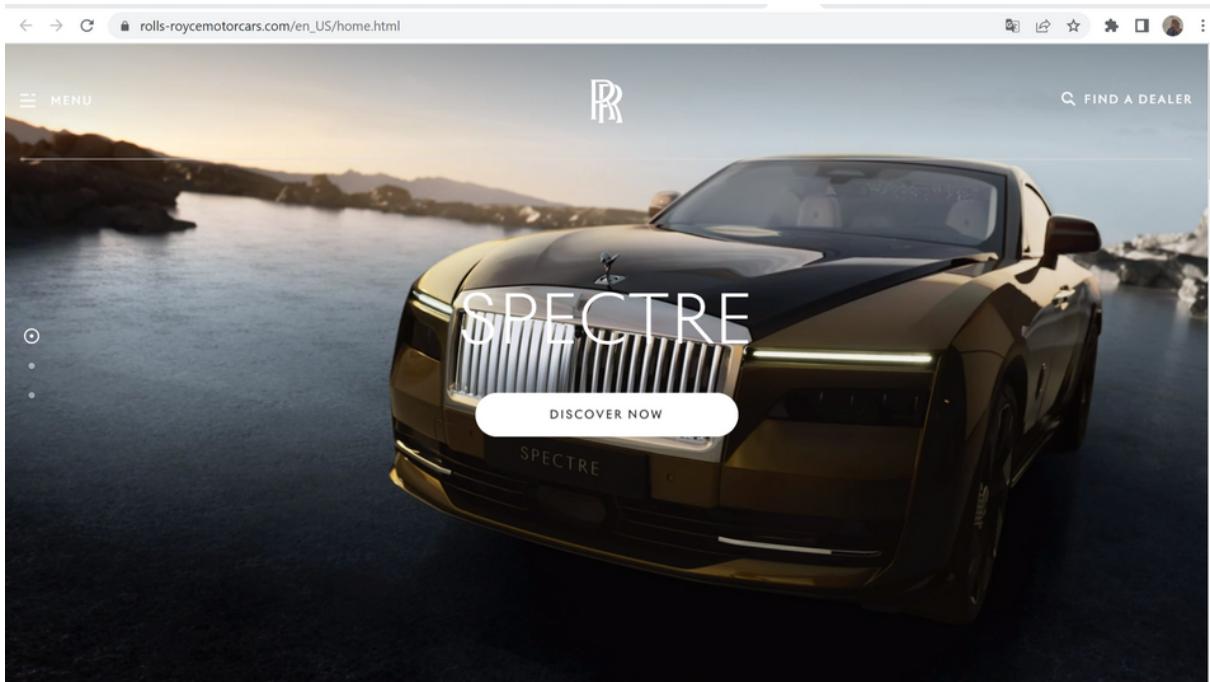


ROLLS ROYCE PUBLIC RELATION APPROACH

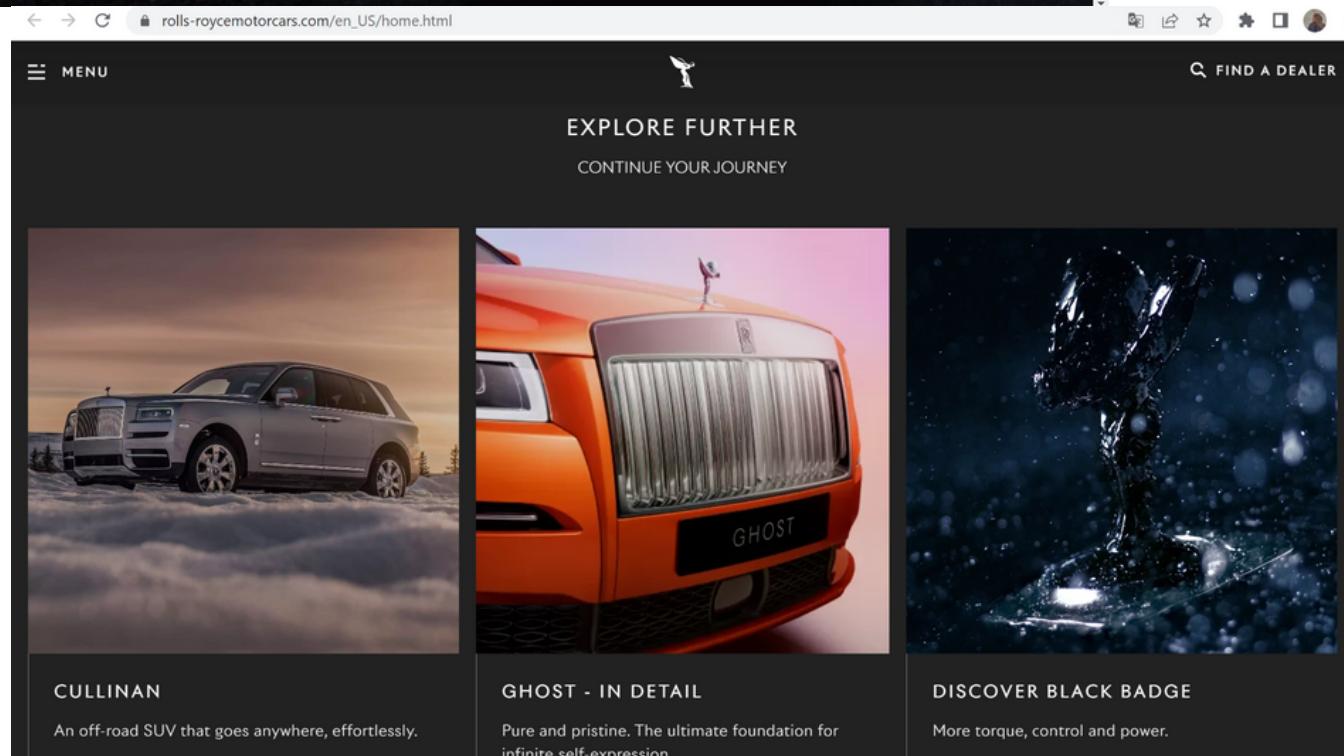
- Lifestyle: Focuses towards their rich heritage, tradition, and craftsmanship.
- Sponsorship: focuses on the brand image through storytelling.
- Social media: Influencers, the story behind the vehicle.
- Digital campaigns focused on "Inspiring Greatness"
- Brand image & Tone: very elegant, formal, and classy.
- The driving experience: focused on a coverable vehicle, with heritage and high end luxury finishes.

WEBSITE ATMOSPHERICS

www.rolls-roycemotorcars.com

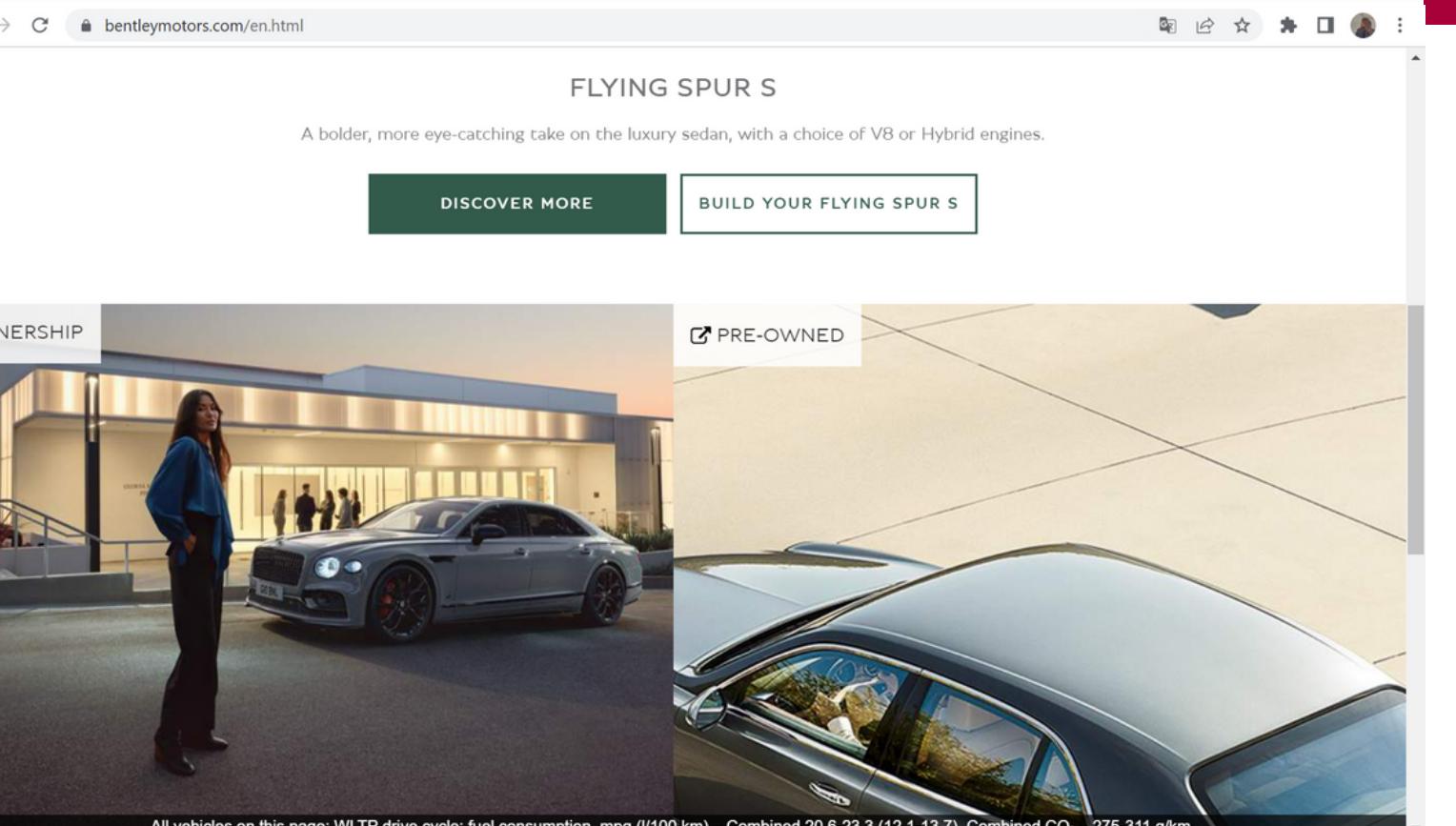
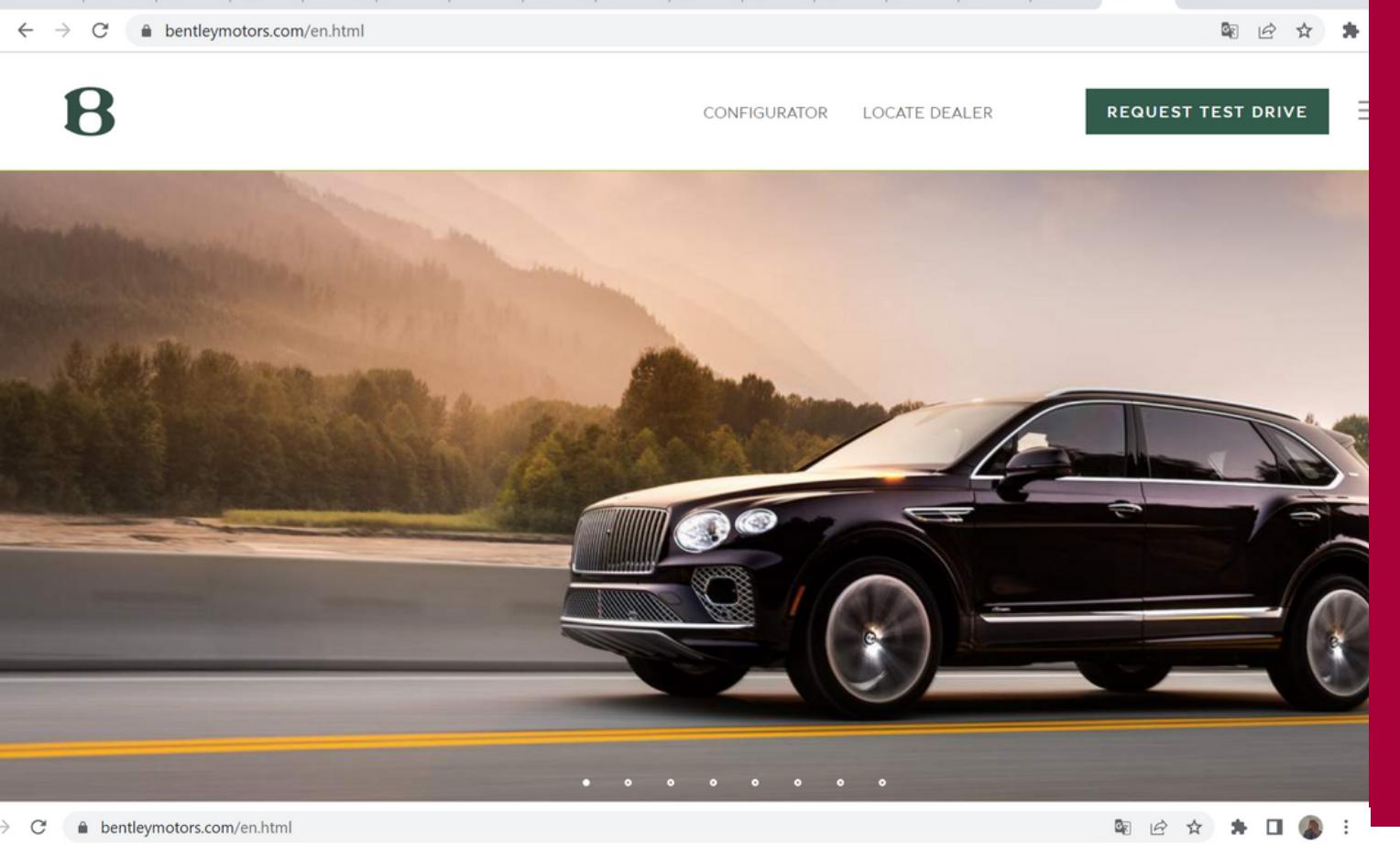


- The website provides a seamless and immersive user experience
- Design elements, color scheme, and layout reflect the brand's elegance and exclusivity
- Detailed information about each model



- Customization options are available for the models
- Virtual tours offer visitors a luxurious digital environment to explore the Rolls-Royce range



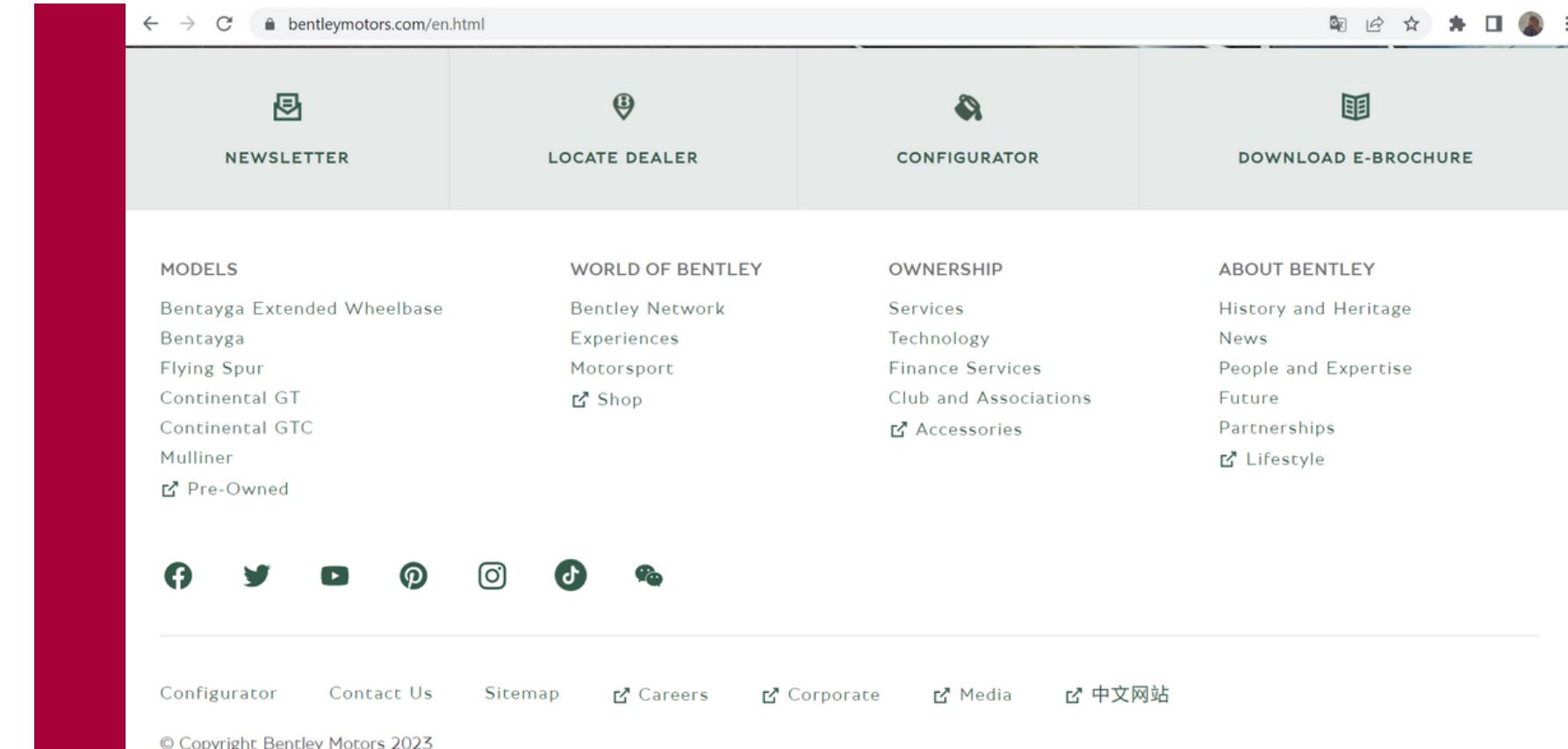


- The website offers an immersive experience through its design and features.
- Showcase photos of the current vehicle lineup highlight the range of Bentley models.

WEBSITE ATMOSPHERICS

www.bentleymotors.com

- Bentley's website provides a sophisticated and immersive user experience.
- The design elements, color scheme, and layout reflect the brand's elegance, sports and premium positioning.
- Detailed product information, configurators, and virtual tours engage potential customers.



COMPARISON - TWO BRANDS

BENTLEY WEBSITE

Design and visual appearance

Bentley's website provides a sophisticated and immersive user experience. The design elements, color scheme, and layout reflect the brand's elegance, sports and premium positioning. Detailed product information, configurators, and virtual tours engage potential customers.

Navigation experience

Provides a user-friendly browsing experience with a clear structure and well-defined categories. It allows users to easily explore the different models of the brand, their features and customization options.

Content and approach

Bentley's website highlights the brand's blend of luxury, performance and technology. Provides detailed information about the models, including technical features, custom designs, and finish options. It also features sections that emphasize sustainability, innovation and Bentley collaborations.

ROLLS ROYCE WEBSITE

Design and visual appearance

The website has a sleek, minimalist design that reflects the sophistication and luxury associated with the brand. They use soft colors and a clean aesthetic to bring out the details of their vehicles.

Navigation experience

It offers an intuitive and fluid browsing experience. The structure of the site makes it easy to find information about the models, customization options and services of the brand. It also features clear and accessible navigation to explore the brand's story.

Content and approach

The Rolls-Royce website highlights the craftsmanship, heritage and elegance associated with the brand. It features high-quality images and detailed model descriptions, along with sections dedicated to events, news, and customer testimonials.

CONCLUSION

After analyzing Rolls-Royce and Bentley from a social media perspective and considering their focus on caring for the environment, as well as their presence in the automotive market, we believe that Bentley has a competitive advantage over Rolls-Royce in terms of sales potential, brand positioning, and sustainability.

Target Market: Bentley is targeting a market of people who appreciate luxury in cars with a sporty edge and an exhilarating driving experience. This combination of luxury and performance may appeal to a broader and more diverse audience compared to Rolls-Royce, which focuses more on preserving its history and elegance.

Sales Potential: Given its focus on a broader market, Bentley has the potential to generate more sales compared to Rolls-Royce. The combination of luxury, sportiness and driving experience can attract a broader customer base and generate higher sales volume for the brand.

Brand positioning: Although both Bentley and Rolls-Royce are well-known brands associated with luxury, Bentley has an advantage in terms of brand positioning on social media. Bentley has developed an effective marketing strategy that highlights its technological advances, innovative features, and collaborations with renowned influencers and celebrities.

Sustainability: Both brands are demonstrating a commitment to caring for the environment, but Bentley has placed additional emphasis on producing more sustainable vehicles. The introduction of hybrid and electric vehicles to the Bentley lineup demonstrates its focus on environmental responsibility and may appeal to a growing group of environmentally conscious consumers.



MEET OUR TEAM



Valeria Torres



Edmundo Sillas



Soham "Shei"
Kothari



Piyush Kumar

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APPENDIX



EXPERIENTIAL MARKETING

The brand employs experiential marketing to offer potential customers exclusive and personalized experiences.

Rolls-Royce organizes exclusive events like the "**Rolls-Royce Experience**," inviting potential customers to test drive their vehicles in luxurious settings.

One such event in **Abu Dhabi** allowed participants to drive the cars through scenic routes, experiencing the comfort and performance firsthand.

These events foster a deeper connection with the brand by showcasing the craftsmanship, comfort, and performance.



EXPERIENTIAL MARKETING

- Bentley employs experiential marketing to offer immersive and memorable experiences.
- Exclusive events, test drives, and VIP gatherings allow potential buyers to interact with Bentley vehicles and brand ambassadors.
- Experiences provide a deeper connection between customers and the craftsmanship, performance, and luxury Bentley represents.
- "Bentley Experience" events offer test drives guided by professional drivers, showcasing the brand's unique features.



SUSTAINABLE DEVELOPMENT GOALS



Rolls-Royce is committed to sustainability and has made progress in aligning with sustainable development goals. They have developed hybrid and electric vehicle models, emphasizing their dedication to environmentally friendly transportation solutions.

Rolls-Royce's marketing highlights:
Sustainable practices with luxury and craftsmanship

Strides in sustainability:

- Introduction of the electric model, Rolls-Royce Phantom Experimental Electric 102EX
- Commitment to electric mobility and reducing emissions

SUSTAINABLE DEVELOPMENT GOALS



- Bentley has introduced hybrid models and is researching electric vehicles to reduce carbon emissions.
- The Bentley Bentayga Hybrid is their first plug-in hybrid model, showcasing their commitment to sustainability.
- Bentley's marketing efforts emphasize their environmentally friendly practices and contribution to a greener future.
- The brand's marketing communications strategy is evolving to align with their transformation, focusing on innovative brand extensions, partnerships, and engaging new audiences.