



# Media Plan for Tesla in India

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## Aim

To plan an ad campaign for Tesla electric vehicles in India.

## Introduction



**Tesla** was founded in 2003 by a group of engineers who wanted to prove that people didn't need to compromise to drive electric – that electric vehicles can be better, quicker and more fun to drive than gasoline cars. Today, Tesla builds not only all-electric vehicles but also infinitely scalable **clean energy** generation and storage products. Tesla believes the faster the world stops relying on fossil fuels and moves towards a zero-emission future, the better.

In the past few years, the company as well as its CEO, **Elon Musk**, have gained a reputation for pushing the boundaries of technology and innovation for the benefit of humanity. Now, the company aims to enter the Indian market where it will undoubtedly make a huge splash.

In this project, we are going to plan an **ad campaign for Tesla electric vehicles in India.**

## Procedure



### 1. Analyse the situation

Tesla has not stepped into the Indian market yet but we're going to Launch our premium as well as economic electric cars very soon in India. We'll be analyzing all the aspects of India including but not limited to Road Condition, Per Capita Income, Pollution, Traffic Rules, Traffic Congestion, etc and then creating a detailed media plan for Tesla Vehicles for India.

### 2. Have an objective

The main objective of this media plan will be to promote Electric Cars in India. There is little to no competition for electric cars in India because there are not many car manufacturing companies in India let alone electric cars. As we are a well established brand in the US and other developed countries we'll be trying to expand our business in India as well.

### 3. Target consumers

As a company, Tesla has been all about empowering young entrepreneurs, activists, technologically advanced and environmentally conscious people. Through the points mentioned above, these people are the main demographic that Tesla aims to capture.

#### 4. Make a statement

Electric cars are an extremely rare sight in India. The advent of electric cars would definitely be a sight to behold for most people since it has not been done on a large scale in India. Therefore, we will use imaginative and boundary-pushing sentences like **“Innovation that excites”** and **“Drive to believe”** to make a statement to demand our audience’s attention.

#### 5. Have a media strategy

In the day and age of social media, it is always better to have brand and campaign promotions across several social media platforms therefore we’ll be promoting our vehicles through different channels such as Television Ads, Social Media Ads (Instagram, Facebook, Twitter, etc), Newspaper Ads, Magazine Ads, etc.

#### 6. Set a budget

Everything, starting from media, paperwork, promotions, productions etc should be taken into consideration before we can set a budget for our advertising campaign. Budgeting is a very important aspect of a media plan and should always be predetermined.

#### 7. Take an inventory

Tesla has always been a low-key company. Even though it does not spend a lot of money on advertising, it is still the most talked about car company in the world. We aim to build on this by planning our advertising campaign accordingly.

#### 8. Stick to a theme

The theme of our advertisements would be something similar to a futuristic vehicle that doesn’t produce gaseous emissions, has sleek design, is very elegant to look at and has some unbelievable features such as autonomous driving.

## References

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