



# Media Plan for Tesla in India

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## 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**.

## Situation Analysis

### Market representation

India was the fifth-largest auto market with 3.49 million units sold in the passenger and commercial vehicle categories in 2020. In 2019, it was the seventh-largest commercial vehicle manufacturer.

Due to a growing middle class and a young population, the two-wheeler segment dominates the market in terms of volume. Furthermore, the increased interest of businesses in investigating rural markets boosted the sector's expansion.

Domestic automotive manufacturing climbed at a 2.36 % CAGR from FY16 to FY20, with 26.36 million vehicles produced in FY20. Between FY16 and FY20, domestic automobile sales increased at a 1.29 % compound annual growth rate (CAGR), with 21.55 million vehicles sold in FY20. The total number of passenger cars produced in FY21 was 22,652,108.

### About the Company

Tesla is a company that focuses on breakthrough technology and renewable energy, led by the vision of its CEO Elon Musk. Their goal is to lower carbon emissions and make the world a safer and more sustainable place for everyone. The company was started in 2003 by a group of scientists who wanted to produce an electric vehicle that was as fast, enjoyable, and dependable as a gas-powered vehicle. Tesla has grown its influence into a variety of fields, including solar panel and spaceship production, since its inception. Renewable energy has remained a constant in all of its technical undertakings. This distinguishes Tesla as an industry leader, but other electric car manufacturers may be catching up.

### Product Positioning

Tesla automobiles are all-electric and meant to be a viable alternative to gasoline-powered vehicles. On average, they give double the range of competitors like Nissan, BMW, and Volkswagen. Tesla cars, unlike earlier electric vehicles such as the Nissan Leaf or Toyota Prius, have longer bodywork and a more classically athletic structure. They have a touch screen and autopilot, among other premium technical amenities. Furthermore, given limited resources, due to a large number of Tesla on the market, demand significantly outnumbers supply. Due to its limited availability, this generates a sense of exclusivity surrounding the goods. Tesla's status as a premium vehicle may be traced back to its exclusivity.

## Seasonality

Cars are purchased and then utilized for several years. There is no particular season in which the Tesla Model 3 will be used more than others. These cars will almost certainly be used regularly by their owners.

## Geography

Tesla has no presence in India yet and with this media plan, we are trying to create a presence in India. Overall, Tesla has a strong presence in the United States' main cities. The Los Angeles DMA has 17 shops, New York has 13 stores, and San Francisco has ten stores, thus it's no surprise that these three areas have the greatest brand development indices. Electric automobiles, in general, are doing well in these markets; nevertheless, Honolulu and Washington, D.C. are the top DMAs in the luxury car category. Tesla presently has four locations in Washington, D.C., and two in Honolulu. The markets with the lowest penetration for Tesla and the larger category are more rural and tend to be in the southern states.

## Brand Development Index

The top and bottom 10 DMAs in the United States are shown in the tables below, depending on Tesla's brand development in their respective areas. In the cities of San Francisco, Los Angeles, and New York, Tesla's brand has grown by more than 200%. This shows that Tesla is well-established in these areas, with sales more than double those of the typical brand. In the DMAs of Joplin-Pittsburg, Jonesboro, Charleston, and Albany, on the other side, Tesla has the slowest brand growth. These cities all have Tesla development rates that are 83% or lower than the national average, showing that the brand is struggling in these regions.

DMA	BDI	CDI
Boston et al, MA-NH	142	128
Chicago, IL	149	119
Honolulu, HI	160	137
Los Angeles, CA	231	124
Miami-Ft. Lauderdale, FL	141	105
New York, NY	208	127
San Diego, CA	140	132
San Francisco et al, CA	239	149
Seattle-Tacoma, WA	144	120
Washington, DC (Hagerstown, I	158	134

## Purchase Pattern

When it comes to buying a car, it's common to enlist the support and advice of others, especially when dealing with families who will be sharing the vehicle. This tendency, however, does not always hold when it comes to high-end and luxury vehicles. Tesla's primary media expenditure months in the last two years have been January through May. This corresponds to the months when new models are available for pre-order on the internet. With spending picking up again in November in anticipation of the holidays and the end of the year, Tesla's media expenditure reflects the frequent purchasing tendency of a car as a gift currently. Furthermore, November is often the month when new models are unveiled to the press (Tesla 2019). Other car-buying habits include giving cars as a 16th birthday present, albeit this does not always affect the time of year when inventory is sold.

## Pricing

Tesla is aiming to get into the upper-middle-income market with the new "Model 3," which is priced lower than prior versions. The Model 3 starts at INR 25 Lakhs, which is less than half the price of the S and X, which start at INR 60 Lakh and INR 70 Lakh, respectively. The average price of all available Model 3 add-ons, on the other hand, is slightly over INR 30 Lakh. (Gregerson 2019). In 2018, the average cost of a premium new automobile in India was INR 25 Lakhs. This suggests that the Model 3 is designed to separate Tesla from the premium market. However, for the Indian market, the price of these cars has to be stripped down more for them to succeed. We can either adjust existing models and make them cheaper for the Indian market or we could sell the cars as premium cars as of now.

## Past and Present Promotional Strategy

Tesla is unique among automobile makers in that it does not promote in traditional print or television media, spending no money in either medium in 2017 or 2018. Instead, the corporation depended on online search, internet display, and mobile web the most. The greatest media expenditure in 2017 was \$276,040 for Internet Search, and the largest spend in 2018 was \$399,193 for Internet Display advertisements. The lack of sponsored media is likely to be compensated for by word-of-mouth and exposure. Elon Musk frequently uses Twitter posts to generate brand awareness, which would be considered owned media.

In addition, this CEO acts as a spokesperson for the company in all his personal and intellectual endeavours, which regularly receive media attention. In 2017, Tesla announced "Project Loveday" in anticipation of the Model 3's debut. In the guise of a short-form video commercial contest, this campaign promoted user-created material. Even in 2019, Tesla's primary media investment is still focused on web-based marketing. In India as well we will try to follow these as these forms of media advertisement have shown to be successful.

## Consumer Promotions

The following social media channels are the primary sources of customer engagement with this brand: Instagram and Twitter. Tesla's Instagram page creates 55% of the brand's social media interaction, while its Twitter page generates 11% of the brand's social media engagement (Teslarati). Elon Musk's personal Twitter feed, which has approximately 63 million followers, serves to promote the firm in addition to the brand's social media accounts.

## Consumer and Potential Consumer:

Due to the car's higher premium pricing, Tesla's "products were originally intended at clients in the high-end sector of the market" (Media Flight Plan 2019). As a result, people 45-54 years old are the current demographic most likely to purchase a Tesla. Older folks are 11% more likely than the general population to purchase a luxury vehicle. Tesla, on the other hand, is evolving into a more income-friendly brand. Younger folks aged 25-34 years old are a possible new customer for the Model 3 in the ever-growing and ever-changing electric car industry. Young adults aged 25-34 years old, in contrast to the present market, are 20% more likely to be interested in stylish, environmentally friendly automobiles.

## Attitude


There were a few categories that stood out more than others while looking at the MRI Tesla Case data. When comparing indices in the Cell/Mobile category, it was discovered that 13% of luxury automobile owners felt that having one mobile device is handy, and 4% of customers consider their phones to be entertaining. Advertising on cell phones, on the other hand, is considered bothersome by 12% of premium car owners. In the Buying Style category, luxury automobile owners are 11% more inclined to buy things based on quality rather than price, 11% research prices (across several sites before purchasing), and 9% of customers read online reviews before making a purchase.

In the area of automobiles, 19% of luxury car owners described themselves as "automotive aficionados," while 8% like to research and compare as many vehicles as possible before making a final selection. Furthermore, 7% of luxury automobile customers want bold, inventive looks, and 7% choose a vehicle that is enjoyable to drive. Finally, 12% of luxury automobile owners are more inclined than the general public to be captivated by new technologies.

## Lifestyle and Product Usage

As indicated in the introduction, luxury automobile owners aged 45-54 years old are likely to have higher disposable money. There are numerous intriguing variables to observe while





studying the MRI Tesla Case data on the lifestyles sheet. For example, luxury automobile owners are 56% more likely than Hybrid and HHI 50K+ groups to visit auto shows, 58% more likely to attend classical music events, and 65% more likely to be a member of a frequent flyer club.

When looking at the 18–24-year-old market, it's also worth noting that 25% of luxury automobile owners are more likely than Hybrid and HHI 50K+ groups to attend bars or nightclubs, 30% are more likely to play billiards/pool, and 37% are more likely to participate in tailgating. People with a greater income and more free time are more likely to have these lifestyles than those in the Hybrid and HHI 50K+ categories. Furthermore, luxury automobile owners are 65% more likely than the other two groups to have an HHI of \$100,000 or more.

## Trends

Luxury car owners are more likely to listen to radio stations (8%), the internet (18%), television (17%), and outdoor advertising than Hybrid and HHI 50K+ car owners (13%). Email platforms, newspapers, and magazines, on the other hand, have larger percentages. AOL Mail is more popular among luxury automobile owners (33%). Another tendency among Generation X, or Gen X-ers (45-54 years old), according to Mintel, is the desire to disengage. Select Gen Xers agreed in Mintel's research that they "spent too much time connected" (Mintel 2016).


In this context, "connected" refers to email communication rather than online social media sites. It's also worth noting that "Gen Xers are now in their 40s and don't see themselves represented in popular culture" (Mintel 2016). Because their voices have been "drowned out by Millennials, and they have a yearning to be heard," Gen Xers' viewpoints are constrained (Mintel 2016).

## Competition

Tesla, as previously said, is a corporation that manufactures electric automobiles as alternatives to traditional gas-powered vehicles. They produce several well-known vehicles, including the Model 3, Model S, and Model X. The Model 3 is one of the most popular automobiles on the market right now. As a result, several automakers consider Tesla to be a competitor. Chevrolet, Ford, Nissan, and Kia are the rivals we choose to research. These rivals are all well-known automobile manufacturers, and several of them offer electric vehicle versions of their own.

## Positioning and Present Promotions

**Chevrolet** is a manufacturer that presently has two electric automobiles on the market, both of which compete with Tesla. The Volt and Bolt EV are these vehicles. Chevrolet offers



a wide range of popular vehicles, including the Chevrolet Corvette, a high-end sports car, as well as the Camaro and Malibu. They also offer SUVs like the Sonic and trucks like Colorado to choose from (Chevrolet 2019). Chevy's latest Silverado campaign, "A little bit of country, a little bit of rock 'n roll," debuted in 2019. This aims to frame the Silverado as a vehicle that can bridge the gap between two disparate groups by demonstrating that everyone isn't that dissimilar (McEachern 2019). Chevy's ads place a strong emphasis on humans. They used to run an "actual people, not actors" campaign to illustrate that their automobiles are enjoyed by regular people, not just hired performers (Smith 2019).

**Ford** has created a name for itself in the automobile sector with several well-known models. They are well-known for their large assortment of automobiles. This includes their muscle automobiles, which include a well-known model in the Mustang. They also offer several popular sedan models, like the Fiesta and the Focus. They are perhaps best known for their vehicles, which include the Ford F-150 and the Ford Fusion. Popular SUVs such as the Explorer, Flex, Ranger, and others are also available. Ford is also preparing to release its first electric vehicle, which will be based on its Mustang models. On November 17th, this year, this automobile will be shown (Ford 2019). Ford's long-running phrase "Built Ford Tough" emphasizes the significance of their vehicles' durability, but as of 2018, they've converted it into a campaign with "Built Ford Proud." Through graphic advertising depicting what a Ford may go through, these campaigns illustrate Ford's motto (Dearborn 2018). Its most recent campaign promotes its Explorer as the "greatest exploration vehicle of all time," with slogans like "you don't have to go to another planet to be an explorer" to promote it as a vehicle for thrill-seekers (Dearborn 2019).

**Nissan** is also up against the competition in the electric vehicle market. They manufacture the Leaf, which is advertised as a cost-effective electric vehicle as well as the "best-selling electric vehicle of all time." They not only have this automobile, but they also have several popular sedans including the Altima, Maxima, and Sentra, to mention a few. They also offer popular pickup trucks like the Frontier and Titan, as well as SUVs like the Rogue and Pathfinder (Nissan 2019). Nissan sponsored a campaign called "Calling All Titans" in 2018, in which they teamed with the Red Cross to convert a Titan into a mobile response unit. On top of being a powerful Nissan campaign, this was to raise money for disaster assistance. They also have a current program called Nissan Assist, in which they announce warranties and recall regularly 20 Million Dollars to repair any issues that may arise with their vehicles. For their 2009 Murano, this includes spring safety recalls and brake fluid flushing (Nissan 2019).

**Kia** is recognized for popular vehicles such as the Forte and Soul, which were both Kia's best-selling vehicles at one time or another. The Kia Optima is another popular vehicle in the Kia lineup. They also provide the popular Sorento as an example of what their SUVs can offer (Kia 2019). One of their most recent advertisements is "New species of soul," which is part of their "Give it all" campaign, which emphasizes their high-octane approach to commercializing their vehicles (Nudd 2019). Kia has also crafted a commercial tale centered



on a redesigned Peter Pan who beats Captain Hook with the assistance of technology, and by extension, Kia.

## Competitive Spending Analysis

Chevrolet, Ford, Nissan, and Kia are the four brands recognized as main competitors and featured in this competitive expenditure research. In 2017, Tesla spent the most money on Internet Display and was the only auto brand to spend money on Internet Search and National Spot Radio. Tesla, on the other hand, spent most of all its competitors in 2018. It invested more in Internet Display and Mobile Web than any other firm. It was also the only business that invested in Internet Search.

Competitive Spending Analysis(2017)													
Time Period	Advertiser	Total	B-To-B	Cable TV	Int Display	Int Search	Local Radio	Magazines	Mobile Web	Natl Spot Rad	Newspaper	Outdoor	Spot TV
Year 2017	Tesla	4765.22			1979.51	2760.4			33.51	0.8			
Year 2017	Nissan	5654.64			229.64			5408.95	16.05				
Year 2017	Ford	13417.08						9049.87	4363.68				3.53
Year 2017	Buick	236.39	233.45								2.94		
Year 2017	Chevrolet	5292.94			4868.1		2.78	367.74			2.23	52.09	
Year 2017	Kia	81.7		71.11			9.72		0.87				
Competitive Spending Analysis(2018)													
Time Period	Advertiser	Total	B-To-B	Cable TV	Int Display	Int Search	Local Radio	Magazines	Mobile Web	Natl Spot Rad	Newspaper	Outdoor	Spot TV
Year 2018	Tesla	6787.17			3991.93	660.01			2,135.23				
Year 2018	Nissan	66.46			65.47								0.99
Year 2018	Ford	0.82			0.82								
Year 2018	Buick												
Year 2018	Chevrolet	526.37			378.33				140.81		7.23		
Year 2018	Kia	204.11			118.13				76.98			9	

## Media Mix

Tesla spent the second-largest portion of its expenditure on Internet Display in 2017. Kia, on the other hand, spent more than twice as much on Internet Display. Ford was the company that spent the most money in 2017, with most of its money going to magazines and mobile web. They allocated just 7% of their budget to mobile devices, whereas Ford allocated 32.5 percent of their money to this category. They were the only ones that spent money on National Spot Radio and Internet Search, the latter accounting for more than half of their total spending. During 2018, Tesla spent the most money of any of its competitors. Tesla continues to devote a portion of its money to Internet Search, but now devotes 58.8% of its expenditure to Internet Display.

Media Mix(2017)														
\$														
Time Period	Advertiser	Total	B-To-B	Cable TV	Int Display	Int Search	Local Radio	Magazines	Mobile Web	Natl Spot Rad	Newspaper	Outdoor	Spot TV	Online Video
Year 2017	Tesla	4765.22			41.4	57.9			0.7	0.1				
Year 2017	Nissan	5654.64			4			95.7	0.3					
Year 2017	Ford	13417.08						67.5	32.5					0.01
Year 2017	Buick	236.39	98.8								1.2			
Year 2017	Chevrolet	5292.94			92		0.1	6.9			0.1	1		
Year 2017	Kia	81.7		87			11.3		1.7					
Media Mix(2018)														
\$														
Time Period	Advertiser	Total	B-To-B	Cable TV	Int Display	Int Search	Local Radio	Magazines	Mobile Web	Natl Spot Rad	Newspaper	Outdoor	Spot TV	Online Video
Year 2018	Tesla	6787.17			58.8	9.7			31.5					
Year 2018	Nissan	66.46			98.5									1.5
Year 2018	Ford	0.82			100									
Year 2018	Buick													
Year 2018	Chevrolet	526.37			71.9				26.8		1.3			
Year 2018	Kia	204.11			57.9				37.7			4.4		

## Share of Voice

In 2017, Tesla accounted for 27.9% of Internet Display spending, while Chevrolet accounted for 68.9%. The only share of Internet Search and National Spot Radio went to Tesla. They also had one of the smallest Mobile Device market shares, at.8%. Tesla's proportion of Internet Search remained unchanged in 2018, but they had the greatest shares in Internet Display and Mobile Search. Tesla owned the majority of both companies.

Share of Voice(2017)														
\$														
Time Period	Advertiser	Total	B-To-B	Cable TV	Int Display	Int Search	Local Radio	Magazines	Mobile Web	Natl Spot Rad	Newspaper	Outdoor	Spot TV	Online Video
Year 2017	Tesla	4765.22			27.9	100			0.8	100				
Year 2017	Nissan	5654.64			3.2			36.5	0.4					
Year 2017	Ford	13417.08						61	98.9				100	
Year 2017	Buick	236.39	100								56.9			
Year 2017	Chevolret	5292.94			68.9		22.2	2.5			43.1	100		
Year 2017	Kia	81.7		100			77.8		0.1					
Total		29447.97	100	100	100	100	100	100	100	100	100	100	100	
Share of Voice(2018)														
\$														
Time Period	Advertiser	Total	B-To-B	Cable TV	Int Display	Int Search	Local Radio	Magazines	Mobile Web	Natl Spot Rad	Newspaper	Outdoor	Spot TV	Online Video
Year 2017	Tesla	6787.17			87.6	100			90.7					
Year 2017	Nissan	66.46			1.4									100
Year 2017	Ford	0.82			0.1									
Year 2017	Buick													
Year 2017	Chevolret	526.37			8.3				6.1		100			
Year 2017	Kia	204.11			2.6				3.2			100		
Total		7584.93			100	100			100		100	100		100

## Campaign Period

Our media plan's 12-month advertising cycle begins on October 1st, 2021.

## Budget

Keeping in mind all the factors stated above, the budget has been decided as USD 20 Million Dollars (\$20,000,000)

## SWOT Analysis

### Strengths

- 1) **Brand Image:** Tesla carries a very strong brand image. When a consumer thinks of Tesla they don't just think about an auto company that sells cars. They tend to think of Tesla as a company whose core focus is Innovation and turning dreams into reality. Tesla isn't the only Auto company that manufactures electric vehicles, but it has developed and dominated the luxury electric vehicles industry and has become synonymous with electric cars.
- 2) **Influential CEO- Elon Musk:** The brand image that Tesla has is also because of its CEO Elon Musk who is very popular among the younger generation having a Twitter following of 63 million. He uses Twitter to stay relevant and channel his thoughts which helps him gain popularity as a person and as a brand.
- 3) **Best-in-class Electric Vehicles:** In the race for the best electric automobiles, Tesla has edged out every other brand. When it comes to range, Tesla's electric cars have shown to be the most capable of travelling long distances with a maximum range of up to 600km on a single charge by its latest Model S.
- 4) **Innovative Company:** Tesla has a high pace of invention (not to mention the world's first completely electric semi-truck and new sports vehicle, to name a few recent examples). As a result, the market has faith in the firm and expects it to generate competitive and lucrative goods, which will, in turn, result in significant financial benefits.
- 5) **Employee-First Company:** Tesla hires good people, which is one of the primary drivers in the company's amazing success. Tesla has emerged as an excellent firm for employees, according to the Wall Street Journal, thanks to its diversity and innovation-friendly culture. It was recently named one of the best places to work, attracting young people with new ideas and enthusiasm.

## Weaknesses


- 1) **Not able to meet demands:** Tesla may suffer an uneven supply and demand as a result of its extensive testing and intricate procedures, leaving it unable to satisfy manufacturing requirements.
- 2) **Manufacturing Complications:** The higher the level of innovation, the more mechanical complexities, and manufacturing risk there will be. During the introduction of their new automobiles and other goods, Tesla has experienced constant launch, manufacturing, and production ramp delays.
- 3) **Low Profitability:** Tesla's main issue right now is its low profitability in comparison to sales volumes. They continually reinvest in research and development. The profit was just \$312 million out of the total revenue of \$ 6.8 billion.
- 4) **Pricing:** Pricing is one of the most important issues preventing considerable sales growth. Even though the price is reasonable for the entire product value, the ordinary consumer cannot rationalize the expense and buy. The Model 3 is here to address this issue, but it is still out of reach for many automobile consumers.
- 5) **Limited Presence Outside US:** Some markets have the financial resources and are anxious to purchase Tesla, but it is not yet there. They also have a restricted supply chain, making it difficult to construct cars at the appropriate rate.
- 6) **Lack of proper road for electric vehicles in India:** There are little to no charging stations in India so that will be a huge problem to overcome if Tesla wants to launch itself in the Indian market.

## Opportunity

- 1) **Expansion in Asian Market:** Right now, the company's most important potential venture is the Asian market, which is still untapped in the automotive and renewable energy sectors. Especially considering Tesla's desire to grow its worldwide market to improve its financial stability and market presence.
- 2) **Cheaper Cars:** Tesla is pricey owing to its unusual focus on innovation, which necessitates the most financial backing to experiment with new technology. Tesla just released the Model 3, a less expensive version of the Model S with less range, power, and amenities. However, it is a fantastic opportunity for Tesla to broaden their target audience.
- 3) **Market Confidence:** Following two straight successful quarters, the stock market has shown confidence in Tesla. Since the beginning of the year, the price of Tesla shares has doubled. Tesla has recently crossed a market cap of \$1 Trillion.

## Threats

- 1) **High Competition:** Both alternative fuel vehicles (hybrids, plug-in hybrids, and fully electric cars) and self-driving technologies are putting pressure on Tesla. Many luxury companies such as Mercedes-Benz, BMW, Audi, and Lexus, as well as economy brands such as Toyota, Ford, Volvo, and General Motors, are preparing for severe rivalry.
- 2) **Defects:** Tesla's cars and other energy products have shown serious problems in several circumstances due to very sophisticated engineering for new vehicles. Defective products frequently have a design, manufacturing, and other flaws that can permanently ruin the company's reputation.
- 3) **Consumer Adaption:** Any firm is based on the acceptance of its customers. Companies gain from the creative variety of products if the consumer is willing to adapt to change. However, it may be a long, arduous process that presents additional hurdles for corporations like Tesla. Customers' desire to accept electric vehicles is critical to the company's success.

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- 4) **Self-Driving Regulations:** Tesla's sales are hampered by self-driving restrictions in many places, since several nations, including the United States, lack sufficient self-driving rules. This perplexing legal position raises doubts about the future of Tesla's self-driving initiative.

## Objectives

### Marketing Objectives

In the fiscal year 2021, Tesla wants to increase Model 3 sales by 6%. In two years, the advertising expenses are expected to pay off. Tesla is attempting to eat into the hybrid market as well as the gas-burner business. Tesla is also looking to launch a few of its models in India such as Model 3, Model S, Model X, and Model Y (in the future).

### Advertising Objectives

By the conclusion of the first year, the major communication goal is to increase national and regional brand awareness. The company's CEO wants to be highly involved with Tesla advertising, and communications should encourage people to interact with the brand that will play a key role in success for Tesla in India.

### Media Objectives

#### Targeting

Tesla should concentrate on reaching out to their target market by emphasizing that the Model 3 is a technologically advanced, environmentally benign vehicle. This is an important component of the entire marketing because men and women between the ages of 25 and 34 are 20% more likely to be interested in having a green automobile.

#### Reach and Frequency

The campaign's first objectives are a 40% reach and a monthly average of 9 units per person. To avoid overexposure and discomfort on a particular medium, this frequency should be limited to 3 units per medium each month.

#### Timing

We will use a continuous schedule to roll out our adverts as part of our timing strategy.



## Geography

Our campaign will be launched nationwide, with a focus on Mumbai, Delhi NCR, Bangalore, Chennai, and Hyderabad.

## Reach and Frequency Rationale

These figures will target a certain segment of the Indian public, presenting several advertisements to them to influence their impressions of the Tesla car's pricing range. As a result, less focus will be placed on reach and more emphasis will be placed on frequency.

## Why these cities?

The five cities chosen for special attention are the locations of our Tentpole events. During key events, the campaign's advertisements should be highly focused in these places. Our national plan is facilitated by the fact that the majority of our campaign is digital, which means it will not be limited to specific geographic areas.

## Why this timing?

We want to release continuous advertising throughout the year to fully integrate Tesla into the target's thinking because we're focusing on a specific demographic. A range of customer touchpoints is included in this media plan, which is helped by ongoing brand awareness commercials.

## Creative Brief

**Client:** Tesla


**Product:** Model 3

**Key Facts:** *Tesla* is an automotive and energy company based in Palo Alto, California. It specializes in electric vehicles, which are perceived as upper-income luxuries.

**Problem:** Tesla has spent very little money on advertising in the past, especially in the mass media. The Model 3 enters this market with low brand awareness (estimated at 14%) and a widespread perception that the brand is opulent and pricey.

**Objectives:** In the fiscal year 2021, to create unaided Tesla brand recognition from across India. To boost annual sales across the country at the same period. To start a conversation between the client and the customers.

**Target:** This ad is aimed at men and women between the ages of 25 and 34. With tentpole events, it will also focus on the markets Mumbai, Delhi NCR, Bangalore, Chennai, and Hyderabad.



**Insight:** “*Tesla* is a company on the cutting edge of technology; however, their vehicles are way too far out of my price range. As a 28-year-old, just beginning to establish my career, I don’t think *Tesla* offers an affordable option for me. I care about the environment just as much as anyone else, but my wallet can only handle a hybrid.”

**Promise:** Electric vehicles are not just the way of the future, but they are also a viable option for every young professional.

**Support:** The Tesla Model 3 vehicle has a starting price of \$35,000 and an average of INR 32 lakh of all packages(Tesla). The average premium new car in India costs INR 20 lakh+(Yahoo 2019).

**Mandatories:** All promotional materials must incorporate the Tesla brand name and logo. The creative team must also create a "brand anthem" for the Model 3, with messaging that surrounds the customer at many touchpoints.

## Target Audience

For this campaign, we're looking for men and women between the ages of 25 and 34. We're looking at a target audience of 44.03 million people, according to MRI statistics.

### Rationale

We've discovered that the 25-34 age group is a very lucrative market to tap into. Adults this age are more likely to be career-oriented, tech-savvy, and have disposable money.

We also discovered that people aged 25 to 34 are concerned about the environment and are beginning to eliminate excessive garbage. Furthermore, men and women who have completed college and worked for a while are 44% more likely to purchase a premium vehicle. The Tesla Model 3 has the feel of a luxury car, but with a starting price of INR 26 Lakh, the luxury aspect feels more accessible to our younger demographic. We also discovered that people aged 25 to 34 are 20% more likely to be interested in a stylish, green automobile and have a family income of 44 Lakh or more.

## Target Audience Profiles:

### Profile #1: Rohit

Rohit earned a finance degree from the Delhi School of Management two years ago. He's making a name for himself as an analyst at JP Morgan Chase in Bangalore. Rohit has been in a serious partnership for eight months but has no immediate plans to start a family. He earns 30 Lakh a year, which is average for his field and level of experience. Rohit grew up in a liberal family, and he credits his environmental consciousness to his upbringing; nonetheless, he does not consider himself an activist. He spends his leisure time when he isn't stuck in Bangalore traffic exploring the city's nightlife and cultural attractions. He

always returns to Shimla for the holidays and communicates with his family via Facebook and Instagram.

## **Profile #2: Karishma**

Karishma is a newlywed from Delhi. For the past 5 years, she has worked as a high-level account supervisor. She enjoys working in the advertising field since there are always new trends to be informed of. Karishma and her husband reside in a small Delhi apartment and enjoy going out on the town to check out the local hotspots and nightlife. She, on the other hand, does not prefer to use municipal transportation. Karishma would much rather drive an environmentally friendly automobile, one that she knows will reduce pollution in the neighbourhood. Karishma, despite being 30 years old and newlywed, has no children. Karishma has no immediate plans to become a mother. She is, on the other hand, career-driven and oriented. This household's income is well over 50 Lakh.

## **Media Strategy**

### **Media Recommended**

The following interactive and lifestyle-targeted media were chosen to effectively engage our target group and build a conversation around the Tesla brand. Connected TV, social media, and Audio Streaming Services are all part of our recommended media strategy.

#### **1. Connected TV and Video Streaming**

We'll buy connected TV commercials to air during shows that our target market of young professionals enjoys watching. In comparison to broadcast television, we will be able to target Tesla's commercials more precisely on these channels. Furthermore, connected television applications allow consumers to click through to the advertised businesses, making our campaign trackable and quantifiable.

#### **Mx Player**

Mobile devices, PCs, and linked televisions may all access this streaming platform. Mx Player, which has over 28 million customers, allows you to reach a big number of Indian households. Furthermore, because Mx Player advertisements cannot be skipped, the completion rate of our connected TV spots will be 100% on this app. Our adverts can stay relevant to today's content because prime-time cable network episodes are available for viewing in the app as soon as an hour after the original version airs live.

## Hotstar

This device connects to any television via the internet with ease. With dozens of channels available on this platform, such as Star Plus, VH1, and ESPN, Tesla's commercials can simply be tailored to the appropriate content. With an estimated 21 million users, the gadget can reach a wide range of families in India.

## YouTube

YouTube permits targeted adverts to be inserted within their on-demand library of shows because it is a streaming platform. Because these ads are not skippable like those on YouTube's video viewing platform, consumers are more inclined to watch the entire ad. Customers are accustomed to seeing commercials throughout commercial breaks, just as they are with Mx Player.

These commercials will not come as a surprise during commercial breaks of streaming shows. This medium allows Tesla to reach many households, with over 1 million paying users. Sports games and reality television are two examples of recommended content.

## 2. Social Media

These platforms will allow Tesla to embed itself into the daily lives of our target consumers. Paid social media ads are extremely adaptable and provide analytics for tracking campaign participation. Ads can be customized for specific audiences and restricted to specific DMAs. Tesla should promote on three platforms: Facebook, Instagram, and Reddit.

### Facebook

With over 340 million active users in India, Facebook is the most popular social media channel for Tesla (Clement 2019). Furthermore, the content on display ranges from video to carousel to interactive ads, allowing the company to tailor each ad to the specific needs of each target market segment. Facebook's ads manager also allows users to retarget people who have previously visited Tesla's website or page. In this way, our advertisements can fully surround any interested individual on this platform. A tailored video spot for college grads and a sponsored tale with user participation are two examples of recommended ads.

### Instagram

Instagram, Facebook's sister company, is the second most popular social networking platform in India, with about 140 million monthly users. Sponsored posts, carousels, videos, and stories are among the advertising choices, which are comparable to those on Facebook. Instagram has fewer targeting demographics than Facebook due to a less extensive sign-up process. Tesla's Instagram ads should focus on hobbies and following pages rather than targeting based on a user's specified graduation school and birthday.



Sponsored stories that promote the Model 3 and link to Tesla's website are among the recommended specs.

## **Reddit**

Reddit, with over 10 million subscribers, caters to a segment of our target demographic that is looking for knowledge. Native, clickable advertisements in the form of search results, as well as digital display ads, are available on this social media platform. Tesla may use Reddit to target people who are interested in learning more about vehicles, environmental activities, and a variety of other topics with these possibilities. As a result of this, as well as the fact that because this media is online, viewers can easily navigate to the brand's website for more information.

### **3. Audio streaming platforms**

Tesla will be able to use audio adverts while still reaching its target audience of younger professionals thanks to these music listening apps. Users' daily lives are influenced by this media, from their morning commute to their gym regimen. As a result, Tesla can be present in all of those instances.

## **Spotify**

Spotify, which has over 2 million active users, provides music to people everywhere from their automobiles to restaurants. Users who do not subscribe to the app's premium plan will see adverts. Because this advertisement can't be skipped, Tesla needs to keep the frequency low in this medium to avoid annoying listeners. Spotify provides for ad targeting depending on location, which we should use to break into the cities indicated in our strategy.

## **Podcasts**

Advertisements and sponsorships can be inserted within a podcast to play anywhere it is accessed, while this programming is available through a variety of listening programs. As a result, Tesla can promote the Model 3 on a variety of shows that appeal to our target demographic. Popular podcasts to listen to include Crime Junkie, TED Radio Hour, and The Daily. The audio commercial should correspond to the episode's discussed subjects.

## **Media not recommended**

For this campaign, we do not recommend using print media such as magazines and newspapers.

## Magazines and newspapers

Print magazine and newspaper purchases are not recommended for this campaign since they do not meet our creative requirements. Our goal with this campaign is to fulfil Musk's wish to remain involved in Tesla's connection with its customers, as expressed by the CEO. Magazines and newspapers are excellent ways for customers to read about a company in a tangible sense, but they lack the capacity for customers to interact. We're attempting to raise brand awareness and participation. Although newspapers and magazines might raise awareness, advertising in these mediums is neither cost-effective nor efficient. Furthermore, because Tesla is recognized for being technologically advanced and environmentally conscious, advertising on printed paper may be perceived as wasteful, and hence should be avoided by the company.

## Tentpole Events:

### Event #1: Bangalore, Kannada New Year


Kannada New Year in Bangalore is billed as the "biggest in the state." This appears to be a fantastic opportunity for Tesla to raise brand awareness and spark dialogue. Each year, a variety of corporate sponsors contribute to the event's success, ranging from Facebook to others, but there is no official auto partner. This day-long event, which is expected to draw 15 million people, provides numerous options for media coverage. This event will take place in January 2022, during the first quarter of our advertising season.

One of the biggest problems at large outdoor festivals like Kannada New Year is staying in touch with loved ones. And when the party goes from early morning to well past midnight, phone batteries are sure to give out. At the Kannada New Year, Tesla will sponsor a solar charging station near the main stage performance grounds. Besides creating a positive brand image by providing a needed service, this pit stop allows families to spend time together and even learn about the Model 3's affordability while they wait. Large banners will announce the activation area, with the tagline "Electrify your New Year." "Because the festival isn't tied to any particular income level, the campaign's reach has the potential to extend well beyond our target demographic." Tesla will also sponsor a float in the parade, encouraging parade-goers to stop by the charging station and see what Tesla has to offer. Because the event is not associated with anyone's economic level, the campaign's reach has the potential to extend considerably beyond our target market. The cost of renting the premises, hiring workers, and paying for energy is estimated to be over \$300,000.

### Event #1: Rationale

The Bangalore Kannada New Year provides Tesla with an excellent opportunity to appear more friendly to its target group. Consumers will be able to interact with the brand tangibly. Aside from these advantages, the fact that the budget for this event is lesser help. Hiring workers and paying them for event setup as well as attending the station will be part





of the expense. Although the solar charge is dependent on weather fluctuations, we don't expect any concerns with the sun not appearing because this event is taking place in the summer. An event like this is especially advantageous because the float is fully built and has portable charging stations, so it has legs. As a result, this type of event could be replicated in other markets in the future.

### **Event #2: Mumbai, Ganesh Chaturthi**

Every Mumbaikar holds this event in high regard. Ganesh Chaturthi is regarded as an important festival in the region of Maharashtra and is celebrated for seven to ten days when the entire state is decorated with lights. In Mumbai, on the first day of the festival, the Pooja starts with the idol being kept over a pedestal that symbolizes a throne. This gives Tesla a large-scale opportunity to make a significant splash with a major event.

At the Mumbai Ganesh Chaturthi, a Tesla will be shown as part of our tentpole marketing. Both spectators and devotees are welcome at the Mumbai Ganesh Chaturthi. It includes food, beverages, race clinics, sponsors, live music, and racers from previous years. This event is ideal for increasing overall brand awareness. At the Fan Fest, Tesla will have an exhibit urging attendees to enter a small tent-like structure. This little structure will house Tesla's Autopilot screens as well as leather seats for fans to sit on. Fans will be able to digitally test-drive a Tesla Model 3 by interacting with the Autopilot screen. A Model 3 will be on the other side of the installation. This model, however, will only be used for display purposes. We're budgeting roughly \$2.5 million to build this system, furnish the automobile, and give the Autopilot screens. Our overall budget for the Mumbai Ganesh Chaturthi event will be \$3 million as a result of this.

### **Event #2: Rationale**

Tesla has the potential to communicate with the audience and deliver important information about their brand at events like Mumbai Ganesh Chaturthi. Because Fan Fest is held near the finish of the Festival, the Tesla activation will draw both race participants and spectators. Fest is a one-of-a-kind event that provides a platform for the brand to be noticed. With so many individuals participating in the event, devotees find it tedious to stand in line and wait for the race finishers. Tesla will stand out and provide entertainment for fans on the sidelines of the race with a tent activation. The tent itself will be affordable to construct, and it will also provide another possibility for it to be moved between marketplaces. Although the initial costs of providing leather chairs and Autopilot displays are high, this activation may be replicated at several marathons across the country.

### Event #3: IPL Advertisement

IPL is a monthly sporting event in India where people can buy tickets to watch cricket. The Indian Premier League (IPL) is a **professional Twenty-20 cricket league**, contested by ten teams based out of ten Indian cities. The league was founded by the Board of Control for Cricket in India (BCCI) in 2007


IPL is an excellent opportunity to directly reach the target audience in India. Because the event is billed as being for "nerds," attendees are generally quite open-minded and always on the lookout for the next big thing in the nerd zeitgeist meaning that those in attendance will most likely be in the 24-32 age range. It's safe to assume that IPL attendees are also tech-savvy and environmentally conscious. Tesla might engage a speaker for the event, such as a Tesla employee, to deliver a presentation on electric cars and their development in becoming more efficient for both usage and the environment. This would both educate more people about the benefits of having an electric car and give Tesla and their newest automobile greater attention as the ones supporting this educational drive. A budget of \$1 million will be set out for this major event, which will take place in September 2021.

### Event #3 Rationale

Despite the fact that the demography for this event is lower than our previous tentpoles, it precisely fits the target group we are looking for. Attendees of IPL are more likely to live tech-savvy, eco-friendly lifestyles, which fits nicely in with our ideal candidate's qualifications. The event isn't as popular as it appears, but by requiring guests to be at least 21 years old, we'll be able to reduce our target group of 25-44-year-olds even further. IPL is also advantageous to Tesla since it allows for open dialogue, which is exactly what the CEO desires. Musk wants to teach people about green technology and its environmental impact. Furthermore, having a Tesla employee speak about the firm demonstrates the brand's willingness and ability to incorporate its employees in everything. As a result, there will be a lot of buzz about the firm and Musk himself. IPL is held for like a month or two, so Tesla could return if the event is well received.

## Scheduling Strategy

We advocate a continuous plan to fulfill Tesla's advertising and marketing objectives of growing brand awareness and recall in the 2021-2022 calendar year. As a result, we'll run ads throughout all four quarters of the campaign. A consistent strategy will help us maintain Tesla in the minds of our target audience. Furthermore, we have chosen to advertise using all kinds of digital media. For our unique plan, we've discovered that this is the most cost-effective option. We will buy impressions on Facebook, Instagram, and Reddit strategically throughout each quarter based on how many times we want the consumer to see the brand. In the third quarter, once the IPL season ramps up in India,



advertising endeavors will again be boosted. The final quarter of our advertising campaign will culminate in the new year celebration. This major event will be accounted for in our fourth-quarter expenses. A new year parade, for example, can be relocated to different markets without having to be rebuilt. While the third quarter is our most expensive, the other three quarters aren't that dissimilar. We will continue to advertise across all of the suggested digital media outlets in each quarter, regardless of events.

## Contingency

We will put aside .5% of our overall budget, which is roughly \$100,000, to ensure that enough money will be allocated correctly to our media plan as a whole. This tiny sum will be set aside to cover any unforeseen charges that may arise. Any unexpected costs, such as crises and unexpected expenses, are examples of such costs. We may have also miscalculated the expenditures associated with the production and execution of our tentpole events.

## Advertising Budget Summary Tesla 2021-2022

Size of Budget: \$20,000,000

Campaign Period: Oct 1st, 2021 – Oct 1st, 2022

Amount Allocated to Media and Sponsorships: \$19,900,000

## Summary

The campaign's overall purpose is to convince a younger demographic that the Tesla Model 3 is a car for everyone: inexpensive, technologically advanced, and ecologically responsible. Our target demographic is men and women between the ages of 25 and 44, with a population of 284 million individuals. We will fulfill our advertising objectives of growing the regional and national brand awareness by the end of the year, in addition to repeating this information. We've decided to focus this campaign purely on digital media to stay under our \$20 million budget. We took into account the fact that the majority of Tesla's advertising is already done on the internet when deciding where we wanted to place our ads. Going a step further, we've established that using digital media sources like linked TV and streaming services will be a unique method to reach our target demographic.

We'll advertise on linked TV platforms like Mx Player and YouTube. We'll promote streaming services on Spotify and through individual podcasts. The main performance factors of awareness and engagement will define the effectiveness of our campaign across all social media platforms. To assess how well-informed consumers are about Tesla, we'll

look at the number of impressions each ad receives from our target audience, as well as the average person's frequency of exposure. This medium will be considered effective if each advertisement reaches 40% of our target demographic and no single person exceeds the frequency criterion of 3 ads per month on a single medium and 9 ads per month overall.

For Facebook and Instagram ads, all of these analytics are available in the Facebook Business Manager tool. Because Reddit marketing is still relatively new, the program does not have an in-app business manager. We'll keep track of Tesla's upvotes, downvotes, and click-through rates (CTRs) to make sure we're hitting our goals. We will continue to advertise on the brand's existing Facebook and Instagram pages, but we will also include Reddit ads in our social media mix. We'll utilize video views and cost per video view as measures for our engagement KPIs on our streaming services. We'll utilize likes and comments as engagement indicators on Instagram and Facebook. We'll utilize upvoting and downvoting as engagement indicators on Reddit, and click-through rates as consideration metrics.

On October 1st, 2021, we will launch a year-long advertising campaign. Throughout the year, we will continue to advertise, with the goal of increasing brand engagement and recognition in each quarter. According to our research in Media Flight Plan, this campaign will most certainly achieve our goal of 40% reach and 9 units per person per month while staying under the \$20 million expenditure.

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