



TESLA

Tesla Marketing Analysis

Agenda

- Introduction to the Survey
- Perceptual Map
- Brand Positioning Strategy
- Target Segmentation
- Recommendations based on 4P's
 - Price
 - Product
 - Place
 - Promotion
- Q&A



Survey Introduction

The aim of the survey is to understand Tesla's positioning in the electric and non-electric vehicle market.

Car Brands

1. Tesla
2. Hyundai
3. BMW
4. Audi

Attributes

1. Unaffordable
2. Innovative
3. Customer centric
4. Stylish
5. Safe
6. Long-range
7. Great acceleration

Demographics

1. Gender
2. Age
3. Education
4. Income
5. Car ownership



Factor Analysis



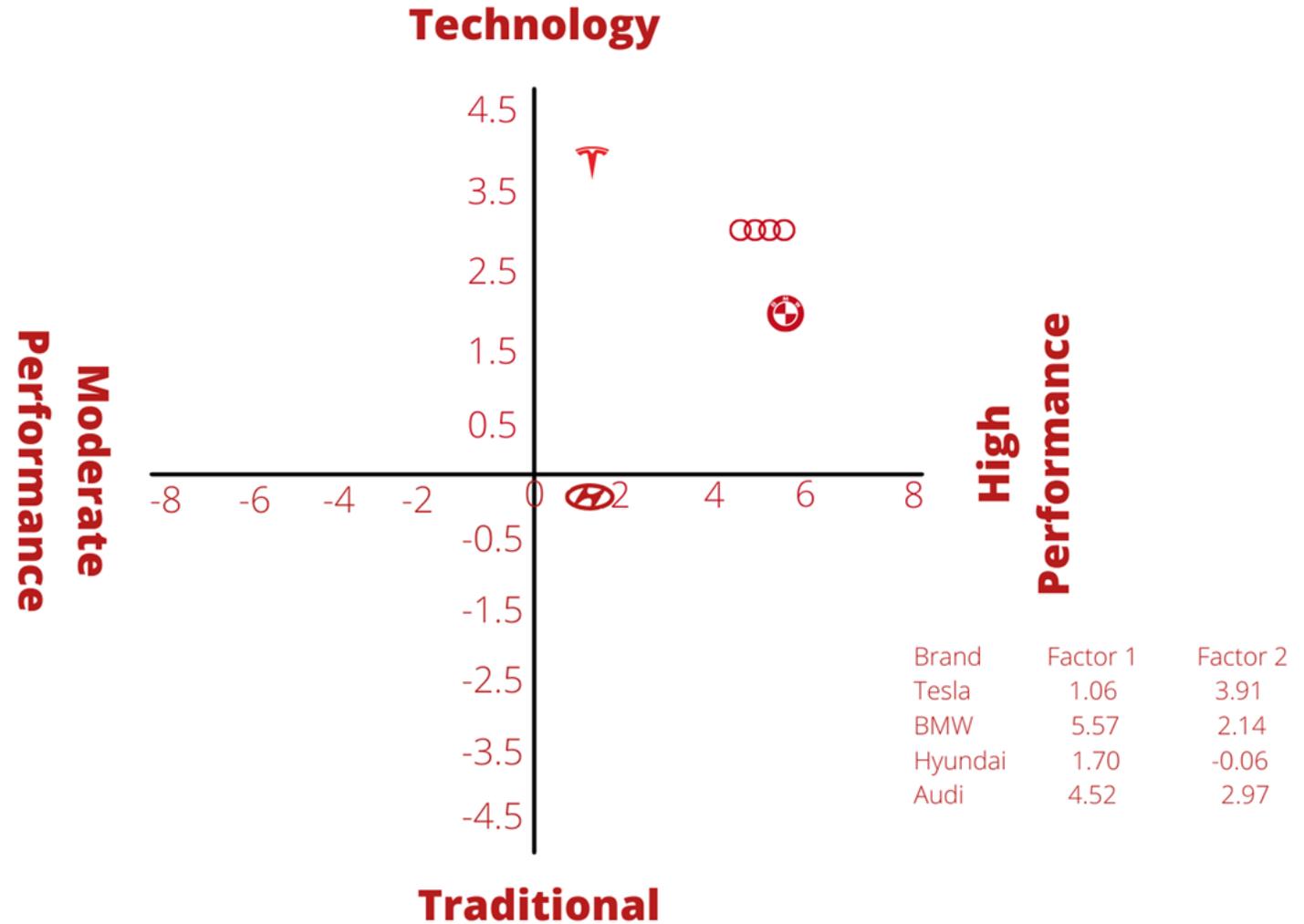
Factor 1 (High Performance vs Moderate Performance)

- I think Tesla cars are safe
- I think Tesla has long-range cars
- I think Tesla cars have great acceleration
- I think Tesla is a customer centric brand

Factor 2 (Technology Driven vs Traditional)

- I think Tesla has long-range cars
- I think Tesla cars are stylish
- I think Tesla is innovative

Perceptual Map

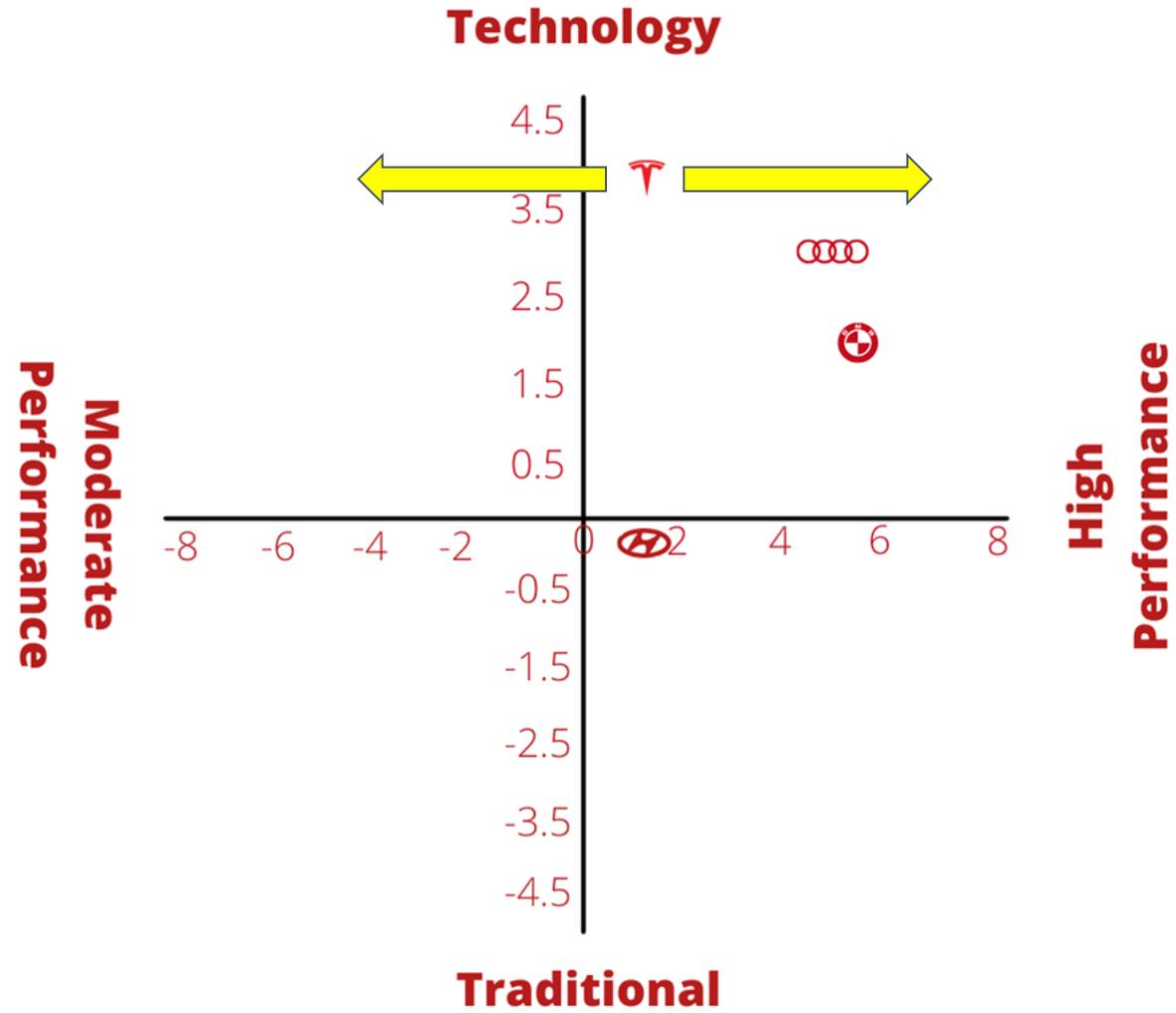




TESLA

Brand Positioning Strategy

Brand Positioning Strategy

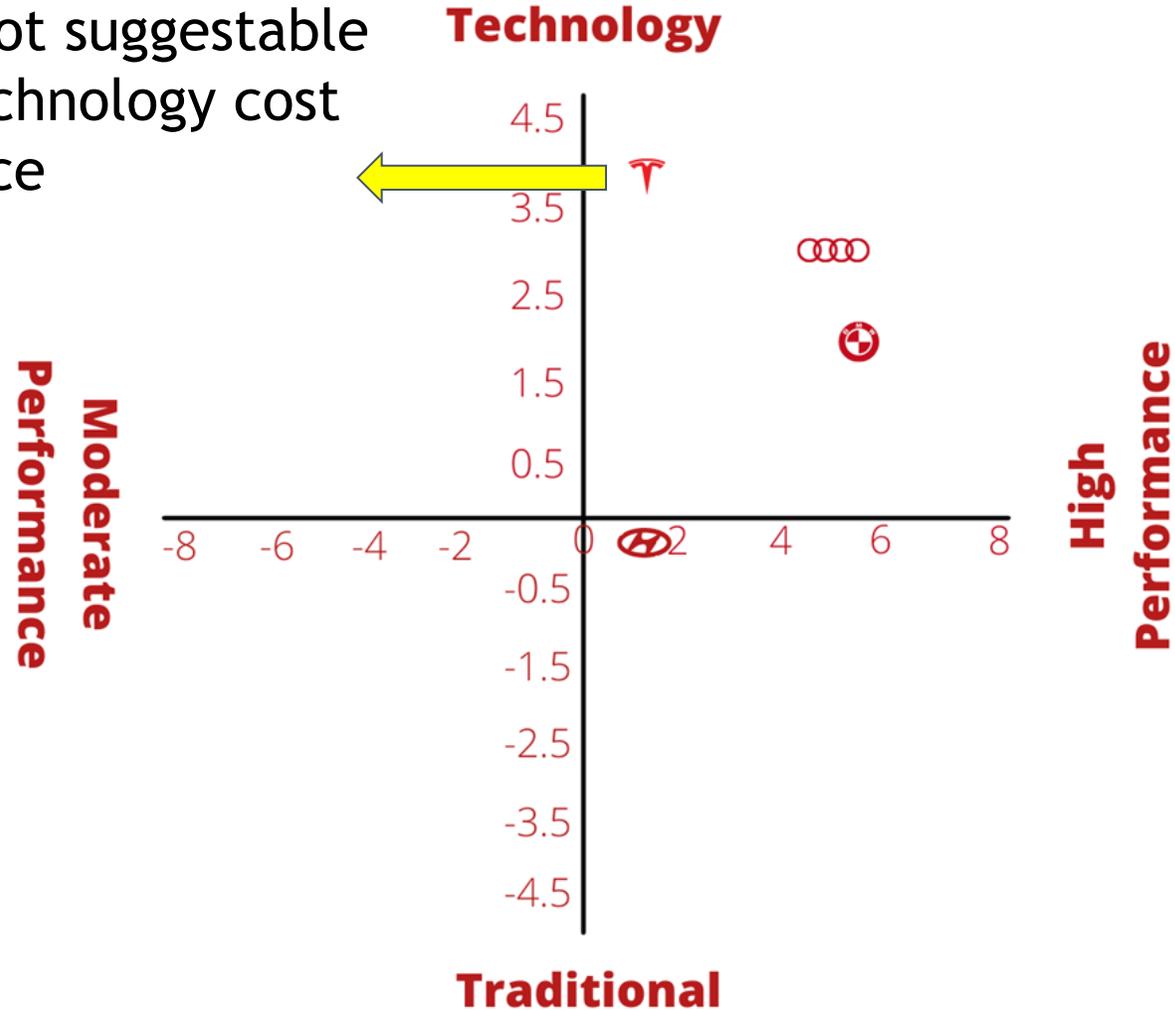


Brand Positioning Strategy

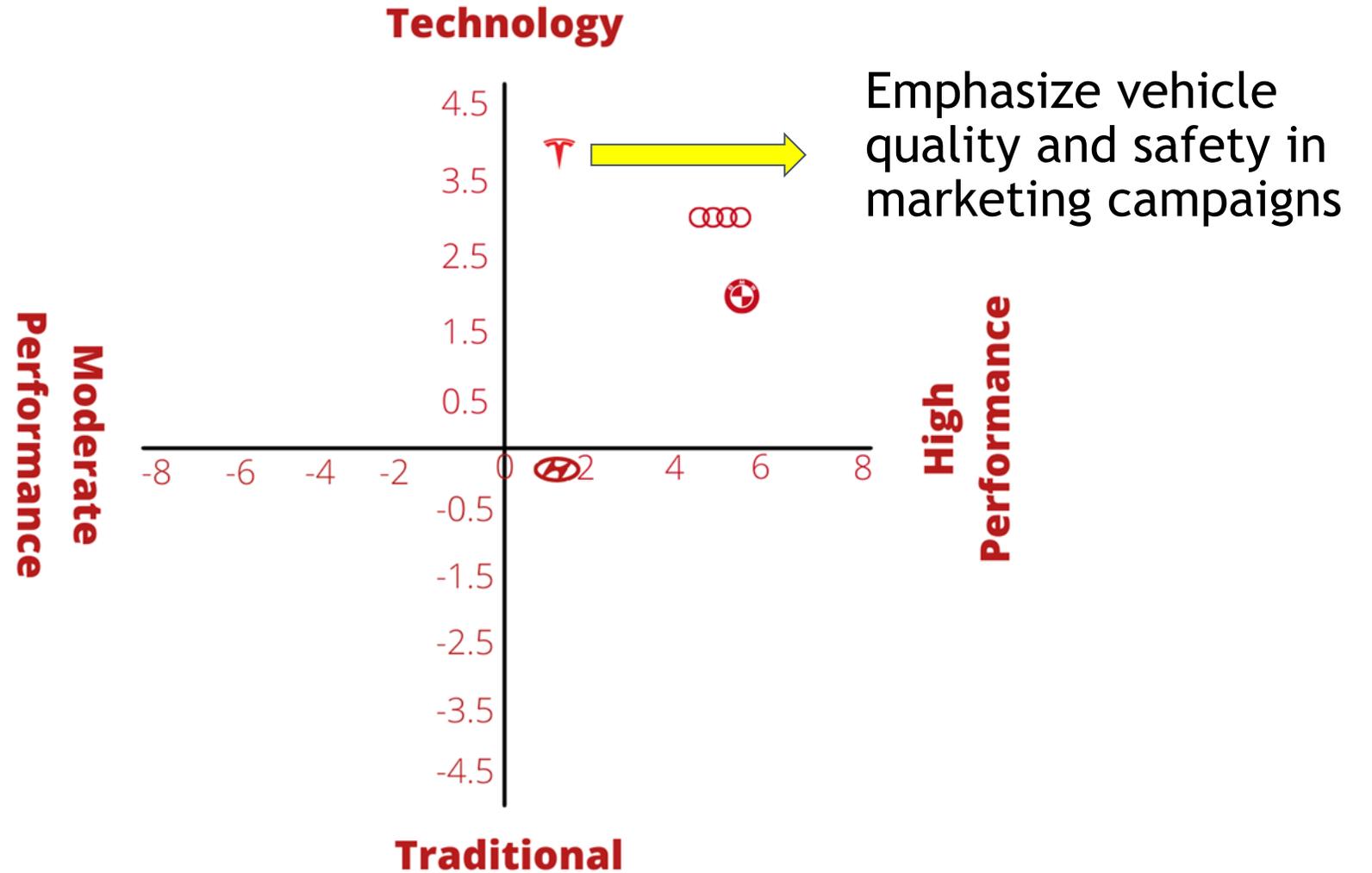
Low profit -- not suggestable

- high technology cost
- low price

Niche market?



Brand Positioning Strategy





TESLA

Customer Targeting

Customer Targeting

Perception of being environmentally friendly

Long-term cost effectiveness

Mostly males, but also females

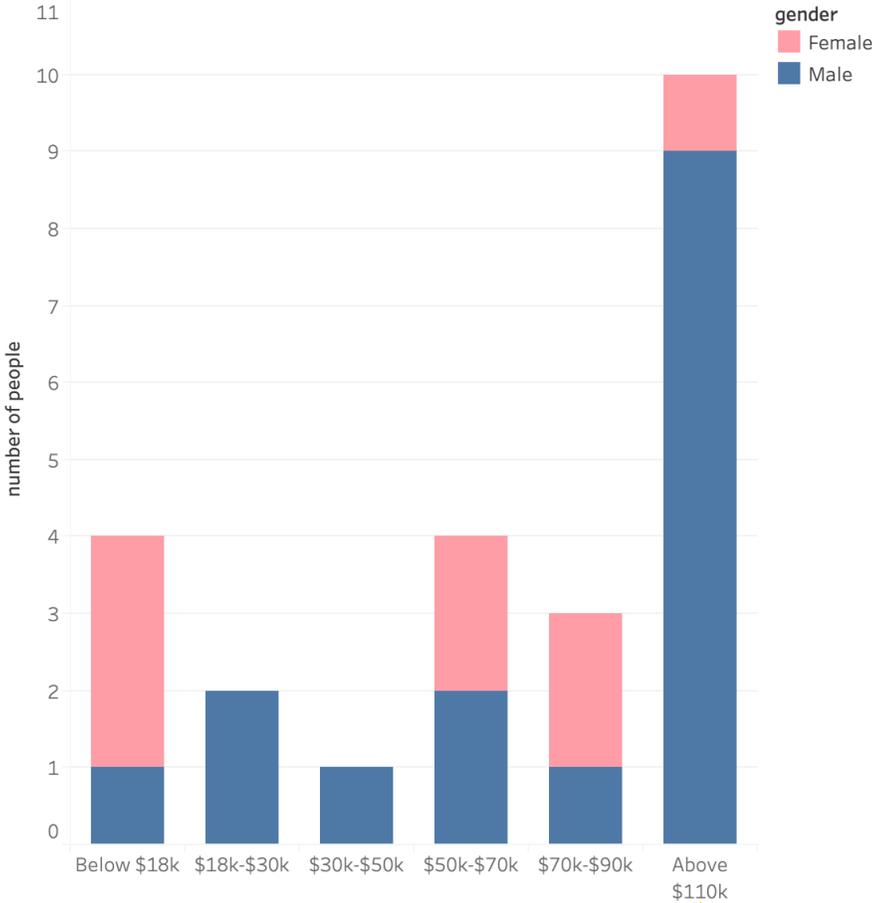
High income levels, education levels



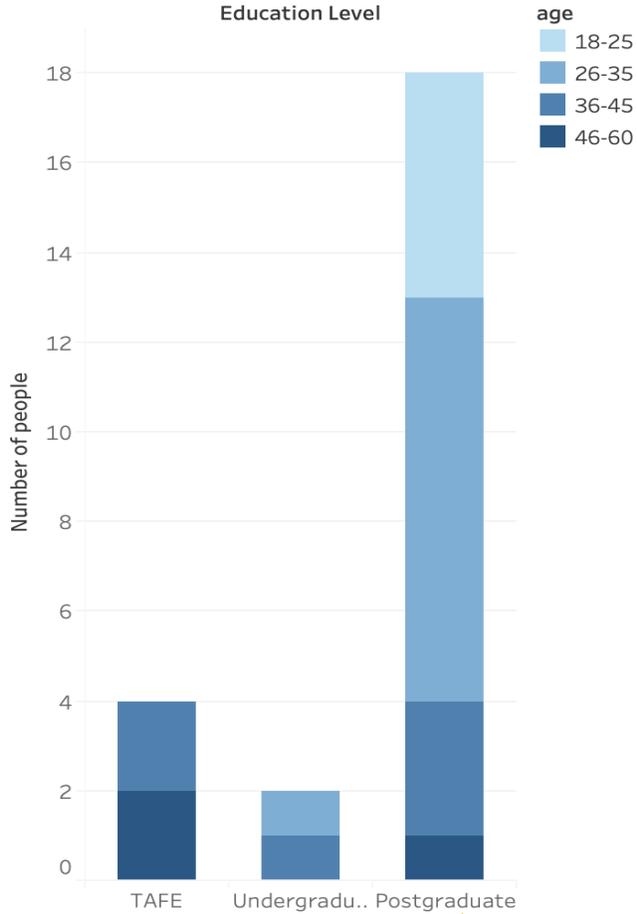
Customer Targeting



Number of people have positive attitude for Tesla



Number of people have positive attitude for Tesla



Customer Profile



High income level

Think logically

Want to be environmentally friendly

Determined & Ambitious

Name: David

Age: 39

Occupation: IT Manager



Recommendations

Aged in 20-45



Establishing better referral program



Wealthy customers



Providing premium services



TESLA

Recommendations

Educated Australia customers



Participating in environment saving programs



Satisfying their perception of being environmentally friendly





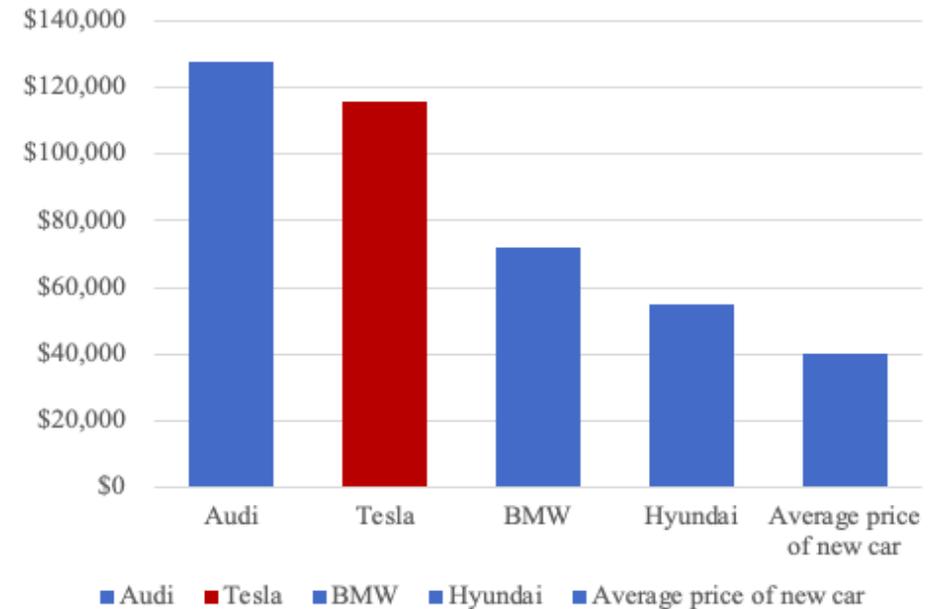
TESLA

Marketing Programs (4P)

Price

- **High-end pricing strategy**
- Low performance perception
- Recommendation

Average price of EVs sold by the four major manufacturers

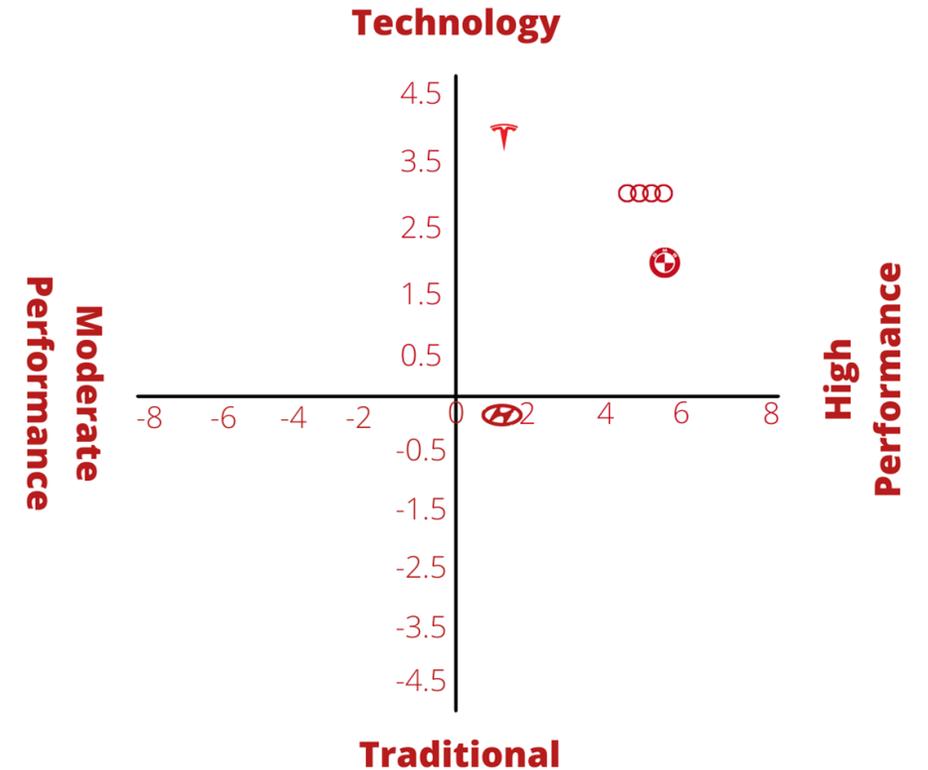


(Corby, 2021)



Price

- High-end pricing strategy
- **Low performance perception**
- Recommendation



Price

- High-end pricing strategy
- Low performance perception
- **Recommendation**
 - Lower price
 - Improve product quality



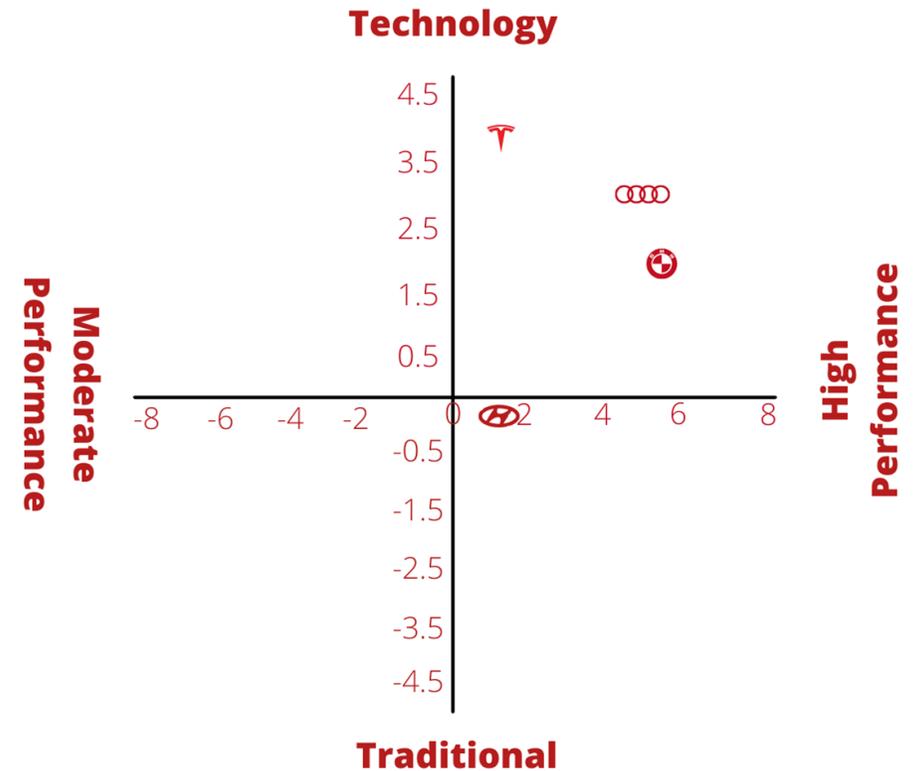
Product

Key advantage

- Technology leader

Recommendation

- Continue to invest in innovation

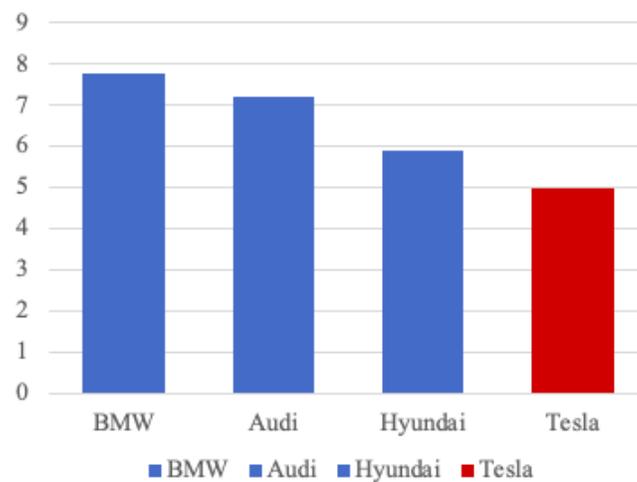


Product

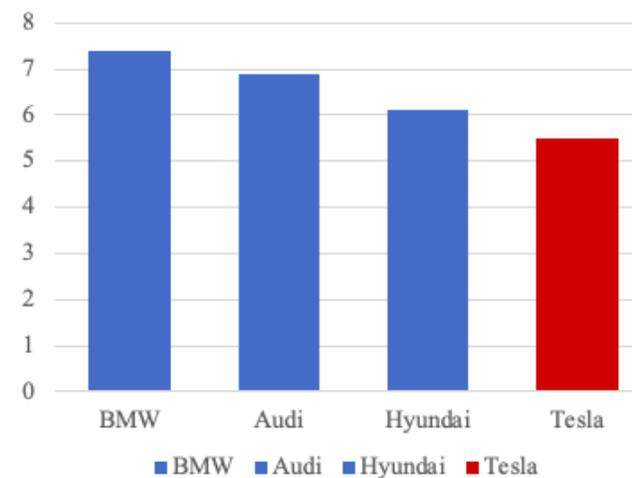
Key challenges in customer perception

- Safety
- Drive-range

Average score of safety



Average score of drive-range



Product

Challenge: Safety

- Brake failure
- Sudden acceleration
- Operation error

Recommendation

- Improve product safety
- Safe driving education service



Product

Challenge: Drive-range

- Shortage of EVs charging stations

Recommendation

- Build more charging stations
- Improve supercharging technology



Place

Pros: Online selling channel

TESLA

AU

i \$3,000 ZEV Subsidy now available to residents and businesses in Victoria on eligible Model 3 [Learn More](#)

Model 3

Estimated Delivery: 4-10 weeks

508km **225km/h** **5.6s**
Range (NEDC) Top Speed 0-100 km/h

Rear-Wheel Drive

Standard Range Plus **\$62,900**

Dual Motor All-Wheel Drive

Long Range **\$77,900**

Performance **\$89,900**



\$74,228 Drive Away Price | **\$69,128 After Est. Savings**

[Calculate Financing](#)



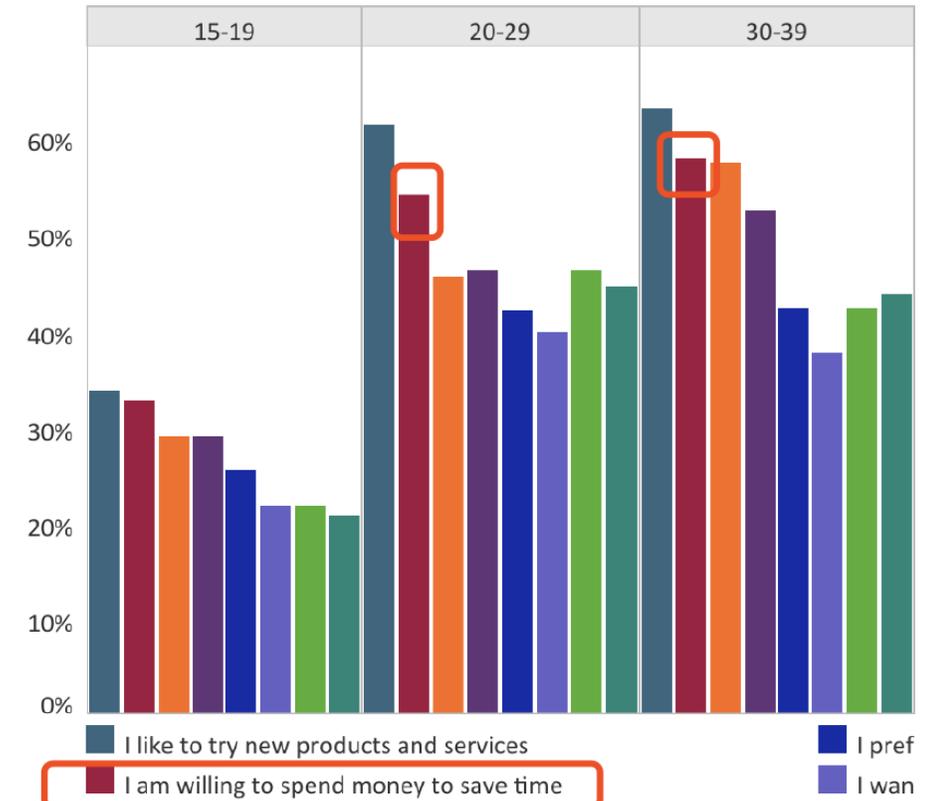
TESLA

Place

Target consumers purchase **Online**

		15-19	20-29	30-39
Food for Takeaway or Delivery	In store/in person	19%	29%	28%
	On computer or tablet	33%	29%	39%
	On smartphone	28%	40%	44%
	Did not research this product	36%	21%	21%
Large Consumer Electronics	In store/in person	24%	27%	31%
	On computer or tablet	37%	41%	48%
	On smartphone	37%	31%	35%
	Did not research this product	16%	19%	17%
Online Downloads	In store/in person	16%	14%	12%
	On computer or tablet	23%	38%	41%
	On smartphone	35%	32%	36%
	Did not research this product	37%	27%	29%

Target consumers like **Transparent** selling mode



Source: 2020 Australian Consumers Survey



Place

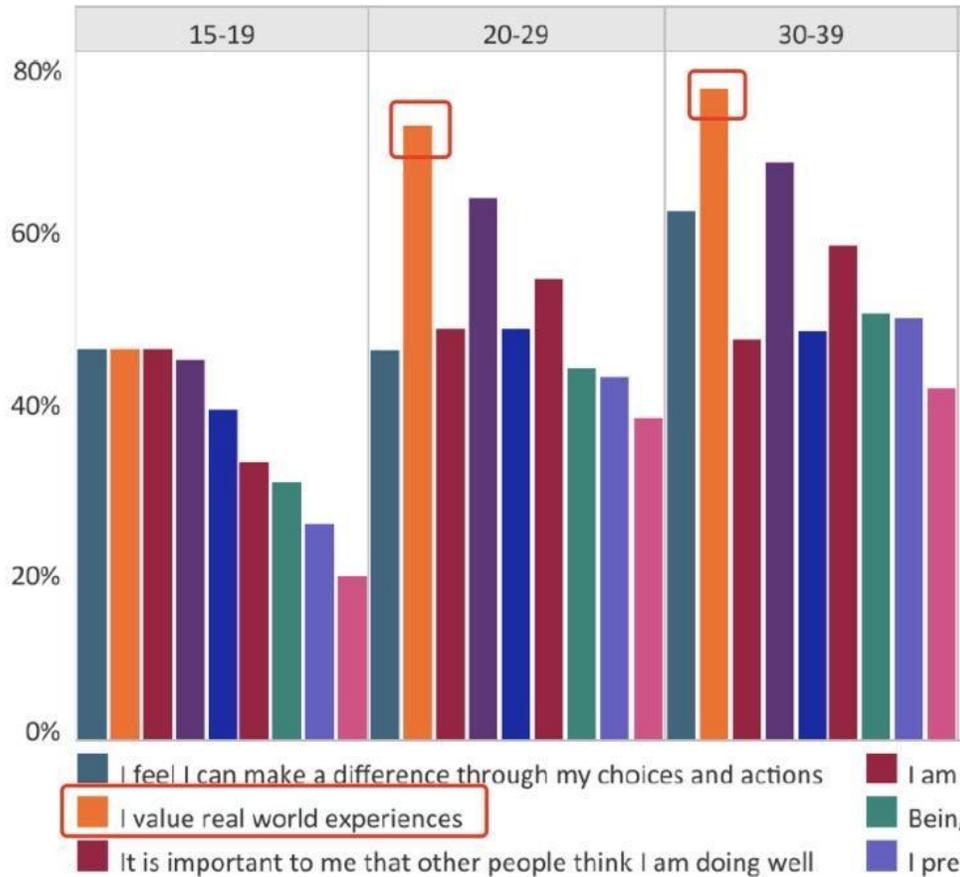
Cons: Few experience shops



Place

Target consumers focus on
Real World Experience

Strategy: Remain online channel
and **increase** trail offline shops



Source: 2020 Australian Consumers Survey



Promotion



Why I'm buying a Tesla CyberTruck to add to my Car...
TheStradman ✓ 846K views • 2 days ago

Follow me on Instagram @thestrادman:
<https://www.instagram.com/thestrادman/?hl=en>

World's First 6x6 CyberTruck 12:59

New



WHY I AM BUYING A TESLA CYBERTRUCK
Deji 2nd ✓ 630K views • 6 days ago

SUB TO MY MAIN CHANNEL:
<https://www.youtube.com/user/Deji2nd>

10:01

New



I Bought The New Tesla Cybertruck!
Supercar Blondie • 2.4M views • 1 week ago

I went to buy the new Tesla Cybertruck today in Dubai! I also went to see a couple of friends to get



Why I Ordered a Tesla CyberTruck!
Marques Brownlee ✓ 6.9M views • 1 week ago

I can explain. This one's different. My Initial Impressions: https://youtu.be/oTZ84U-K_5k MKBHD

4K



I BOUGHT THE NEW TESLA CYBERTRUCK !!!



Mike Schroepfer ✓ @schrep • 16h
All in on computer vision - removing radar from the cars. Wow!

Tesla announces transition to 'Tesla Vision' without radar, warns of li...
Tesla today announced the official transition to "Tesla Vision" without radar on Model 3 and Model Y. In the process, the automaker warns ...
@electrek.co

Promotion

Solution: Launching an **Online Marketing Campaign**
Through Facebook and YouTube



Promotion

Value Proposition: Besides technology, Tesla is also good at range, acceleration...

Story / Video

Winners (Most liked content) 50 Youtubers 50 Facebook get free charge for a whole year



Du Jason

Public

+ Album

More than Technology

I once drove Tesla from Sydney to Melbourne without Charging.

Acceleration: Tesla VS Lamborghini

Saved as draft

Details

Video elements

Checks

Visibility

Tags

Tags can be useful if content in your video is commonly misspelt. Otherwise, tags play a minimal role in helping viewers to find your video. [Learn more](#)

More than Technology

Enter a comma after each tag

22/500

Language and captions certification

Select your video's language and, if needed, a caption certification

Video language
English (United Kingdom)

Caption certification
None

You can now upload or add captions from the video elements step.



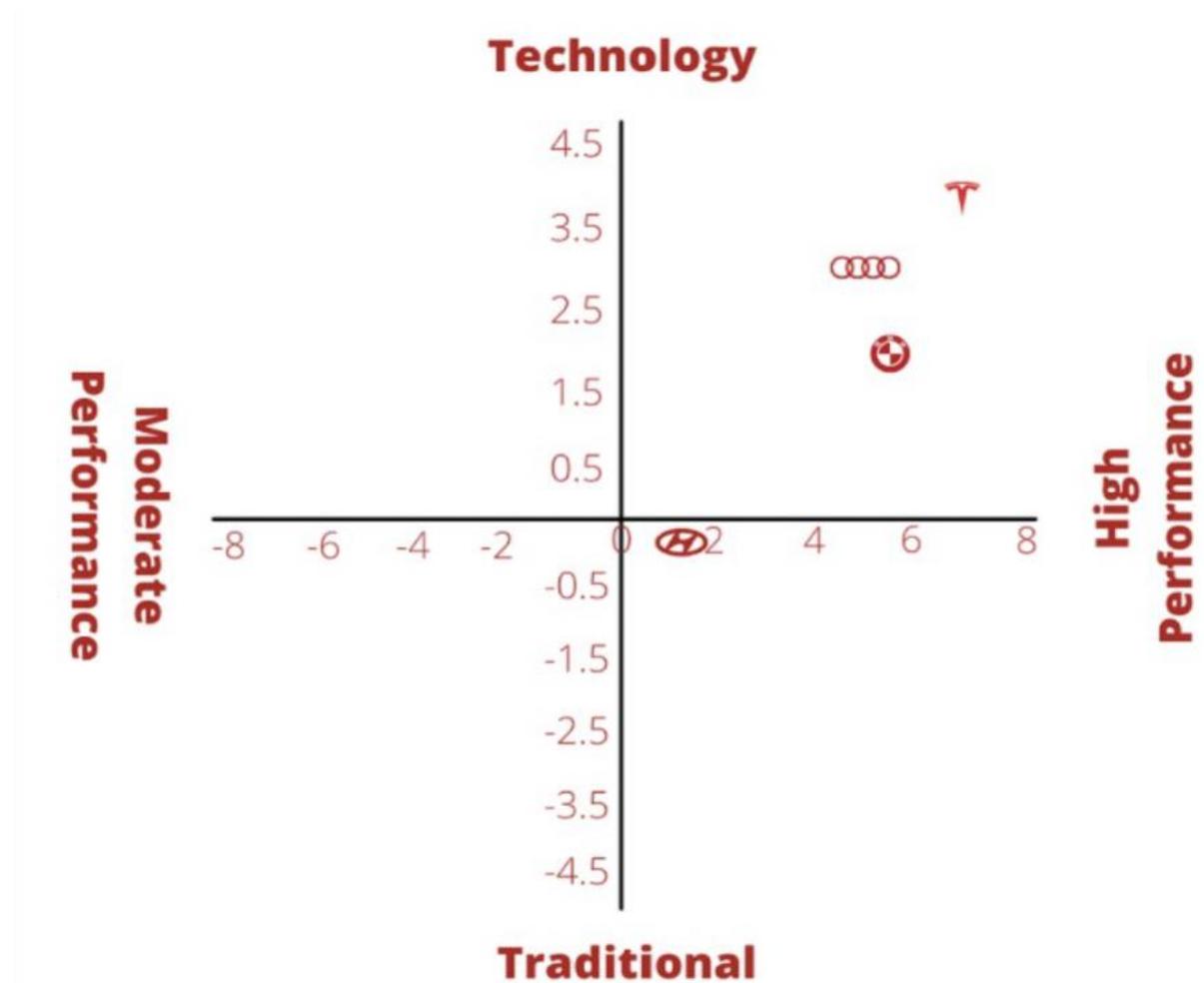
Video link
<https://youtu.be/bM9u9FI801o>

Filename
Tesla VS Lamborghini.mp4



Promotion

Expected result: Good at both **Technology** and **Performance**



Research Limitations

- Cost restraints
- Sample size
- Biases



References

- Budget Direct. (2020). *Electric car sales 2020*. Retrieved from <https://www.budgetdirect.com.au/car-insurance/research/electric-car-sales-australia.html>
- Corby, S. (2021). *Cheapest electric car in Australia*. Retrieved from <https://www.carsguide.com.au/ev/advice/cheapest-electric-car-in-australia-83651>
- Duncan, I. (2021). *Bursts of acceleration in Tesla vehicles caused by drivers mistaking accelerators for brakes, feds conclude*. Retrieved from <https://www.washingtonpost.com/transportation/2021/01/08/tesla-brakes/>
- Electric Vehicle Council. (2020). *State of Electric Vehicles*. Retrieved from <https://electricvehiclecouncil.com.au/>
- Passport (2020). Passport country report. Consumer behaviour in Australia. Retrieved from Passport database
- Passport (2020). Passport country report. Consumer values in Australia. Retrieved from Passport database
- Pressman, M. (2016). *Culture of Innovation: Tesla has triple the R&D of traditional automakers [Infographic]*. from <https://evannex.com/blogs/news/innovation-culture-tesla-r-d-spending-versus-other-automakers>





Thank you

Q&A