

How to Realize IP Marketing: The New Idea of New Energy Vehicle Marketing

——Taking the Tesla Electric Vehicle as an Example

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Abstract: In this open new media era, IP marketing has become an increasingly important marketing means. That is to say, according to the type and characteristics of the work (IP) publicity, so that the work (IP) accumulates a large number of loyal fans of the marketing means so that the general IP can be known by everyone, the other is to create new IP. When the product sales of many new energy vehicle enterprises are not ideal, Tesla appears in the world as a new force, which also makes many enterprises with poor sales see the hope of new energy vehicles. Tesla also told them how dominant new energy is in this era. Its CEO, Elon Musk, has brought super traffic and marketing power to Tesla through his super IP, creating a completely different from other new energy vehicle marketing to make IP marketing known to the public, bring his fans, and constantly attract fans. This study will summarize and refine Musk's marketing help to Tesla, and analyze the marketing cases of Musk and Tesla, to provide ideas and enlightenment for the marketing of other new energy vehicle industries and academic circles.

Keywords: IP marketing, new energy vehicles, Tesla, Elon Musk

1. Introduction

With the advent of the Internet era, the advertising marketing mode with a single mode has been gradually eliminated in the new media era [1]. In this open information age, the IP marketing model with full 'personality charm' is gradually attracting people's attention in this age. The IP here refers to intelligent property. Including music, literature, and other works of art, discoveries, and inventions. As well as all the words, phrases, symbols and designs that have poured into the author's mind, which are endowed with exclusive rights by law. It can also be understood that IP is content that can be independently propagated by itself, not bound by any one platform, and can obtain traffic on multiple platforms for distribution (commercialization). It is a "potential asset". One of the characteristics of IP is that it must have high-quality content. As long as brands, products, and even individuals with content derivation, popularity and topics can be regarded as an IP. Most IP output comes from the

content end, such as Netcom, movies, music, games, novels, etc. In one word, the business logic of IP marketing is that brands bind IP to realize personality generation, and output values by continuously producing high-quality content, and gathering fans through values. Fans recognize values, realize identity and role recognition, and trust their products. At the same time, IP marketing is also topical and communicable, with a huge fan base and market. It is a new marketing method that can produce fission and communication. 'IP' has gradually become a new marketing term [2]. To do a good job in marketing, most enterprises are also constantly building their IP. However, the IP developed by many enterprises is not successful. It costs a lot of money, time, and energy, and the end is always hard and thankless. If an enterprise can do a good job in the IP image of a brand, it can not only increase the brand's popularity but also play a vital role in the promotion of culture. So how to build a successful IP is an urgent problem for all companies. When many automobile enterprises are in trouble for sales, Tesla has emerged as a new force. Exceed many competitors. One of Tesla's important successful marketing means is IP marketing. Therefore, the case of Tesla is a very typical example in the field of new energy vehicles. Especially some practices of Musk. Then how did Tesla successfully build an IP and win a worldwide reputation? Is the focus of this study. Based on the process tracking method in the case study, this study, based on the behavior analysis of Elon Musk's "show" behavior on today's mainstream social software to earn traffic and eyeballs, believes that Musk's show-making behavior has a positive role in promoting enterprises and advertising marketing. The research will introduce the marketing help of Musk's IP to Tesla Motors, find the advantages of marketing strategy on this basis, and give corresponding suggestions [3]. And give some inspiration and thinking to the academic and industry.

2. How to Promote IP Marketing: Based on the Case of Tesla

Compared with other luxury car brands, Tesla lags in the marketing of luxury, interior, and power, so it has chosen a "sense of technology" for its marketing. And select active on the Internet users as the first batch of their own seeds celebrities, entrepreneurs, invited millet founder lei jun, founder of the car's home li Xiang and technology related topics such as characters, and tesla bundled exposure caused public attention and discussion, can trust for the brand endorsement fu, through the Internet influence of these people, the public familiarity, and on social media's appeal, Let its preconceived occupation of the user's mind, imperceptibly set up the brand in the user's heart of the high-end image.

Tesla incorporated the space business into SpaceX, which successfully launched a Falcon 9 rocket. Musk, the current CEO of Tesla, also put his cherry red Tesla Roadster into the core of the Falcon rocket, which is a true confirmation of the phrase "the world's first space sports car". The successful launch of the SpaceX "Falcon 9" rocket quickly became explosive news in the auto industry, and Tesla successfully created a marketing tipping point for itself. Combined with the dissemination and promotion on various major web portals, it quickly became a global event known by everyone. At this perfect opportunity, Tesla immediately launched a wave of advertisements for itself, which created an image of a company that was brave enough to explore the future and create the future in the hearts of users and interpreted Tesla's brand spirit without any effort.

A brand of entrepreneurs' IP build is primarily a personal story, as an entrepreneur, it must be a man of the story, the interpretation of the story behind the brand, is often better than corporate advertising and can also serve a propaganda role (Huawei, millet, apple, Jingdong, Alibaba and so on all make full use of the marketing tools). Musk's relationship with Tesla is the same as Jobs' relationship with Apple. The creation of a corporate IP image is to let consumers from Musk's personal story, begin to understand the Tesla brand. Musk knows that his dreams, ideas, and unique vision for futuristic technology will generate enormous online traffic and visibility, enabling the brand and making the "Iron Man of Silicon Valley" Musk a charismatic spiritual icon.

3. The Internal Marketing Mechanism of Tesla IP Marketing

Why has Musk been so successful in marketing? For one thing, Musk is a total Internet celebrity. Musk has gone to great lengths to build his IP, from Pay Pal to Tesla to Space X, to create devices that have changed the world of technology and business. He made people feel like the next Bill Gates and Steve Jobs. He also enhanced the public's recognition of his value through guest roles in the Big Bang Theory and Iron Man. And often influencers work hard in a particular area, Posting content on social media, communicating with fans, becoming experts in that area, and being experts in those areas. The more loyal fans, the greater the influence of Internet celebrities, and the more effective the brand's promotion and sales will be. So, on social media, Tesla has Twitter, Facebook, and Musk's personal Twitter for brand marketing. In the Chinese market, Tesla has also opened its official accounts on some popular social media such as Weibo and Baidu Tieba to disseminate information [4]. For Tesla, the new product release is one of the few marketing means. Tesla is good at releasing information about new cars on various social media in advance, making its products become the focus of netizens on various platforms, to warm up its new product release. Tesla is keen on analyzing products through consumers' real driving experiences in Baidu Tieba, to face other consumers from a more objective perspective. Musk has made a lot of very successful advertising campaigns through his super traffic and appeals power.

In 2013, Musk, CEO of Tesla, personally drove the models across the United States in 6 days, and the total charging time was only 9 hours. Tesla's endurance has been proved by its actual performance. In 2020, Musk once danced striptease at the delivery site of the Shanghai factory. This is an extremely marketing technique. On the surface, it seems to be happy and dancing, but in fact, it gives the media strong information and facilitates media coverage. This is free marketing and is worth learning from entrepreneurs. Tesla's spokesperson is its CEO Musk himself. There are also many corporate spokesmen in China, that is, the CEO himself. Among the three major new energy forces in China, each founder is a super IP, and he is using his actions to speak for his industry. For example, the CEO name of the ideal automobile is Li Xiang, Xiaopeng named the company Xiaopeng automobile, and Li Bin, the founder of Weilai, often made very sharp remarks in media interviews to attract attention. Besides the power of car making, there are also many cases where CEOs speak for themselves. For example, Apple's Steve Jobs, Xiaomi's Lei Jun, 360's Zhou Hongyi, and so on are very well-known company founders. They are often the "avatars" of their own companies, and their words and deeds represent the company. First of all, behind every successful enterprise, there are outstanding entrepreneurs, who bring positive associations and cognition to the public and consumers. What they bring is trust in the enterprise and products. Secondly, in the article "comparative study on the impact of entrepreneur endorsement and star endorsement on brand equity" (May 13, 2017), Gai Mingzhe proposed that the reliability of entrepreneur spokesmen has a more significant impact on loyalty, quality perception, and popularity of entrepreneur endorsed brands than star spokesmen and that the reputation of entrepreneur spokesmen has a more significant impact on brand loyalty and quality perception than star spokesmen [5]. In this era when the gap between online celebrities and stars is getting smaller and smaller, entrepreneurs' spokesmen have a more significant impact and effect on product marketing than online celebrities' spokesmen [6].

4. IP Marketing: The Innovative Way of New Energy Vehicle Marketing

4.1. Bring Fans Power: Bring People Flow and Income

First of all, fans bring a lot of traffic and revenue in terms of marketing and so on. In other words, it's the human-to-human transmission. IP, on the other hand, comes with its power and fans, breaking down barriers between platforms and channels. Gao Automobile is a new energy vehicle made in

China. Since the opening of a super experience center in a certain region, GAHe Automobile has completed nearly 1200 reception batches within less than a month, and more than 10,000 potential users have come to the store for a physical experience. In other words, after a month of operation, all aspects of Gohwa Automobile have exceeded expectations. Kohl has attracted the attention of countless people through its cool appearance and technology class interior, especially the rear passengers to realize the experience of stepping out of the car. It is said that Gao He is equipped with the world's first mass-produced open electrical and electronic structure, and he realizes the hardware and software separation of the vehicle, partner third-party developers, and users can freely recombine, and mobilize the functions of each hardware [7].

4.2. Solve the Shortage of Assets: Provide Power for Brand Innovation

Financial institutions are relatively flush with investable capital. In terms of quantity, it is characterized by high availability and a stable source of funds. In terms of price, the cost of capital is relatively low. Secondly, in the context of relatively abundant funds, financial institutions cannot find sufficient and desirable assets that meet the requirements of both yield and credit rating for investment. Although the policy reduces the credit risk and protects the interests of the capital end, it makes the platform enter an era of fierce competition for high-quality assets, which may be one of the factors leading to the shortage of assets on some platforms. Another important factor is financial deleveraging. Financial leverage is an important reason for the rise of asset prices. Financial deleveraging will also trigger the decline of asset prices and further aggravate the asset shortage in the industry. Policy limits the industry as a whole, on the other hand, yield, directly affects the is can bring platform high returns of risky assets, and leverage led to falling asset prices, for borrowers, adding to the difficulties of operating, also increasing the risk of operation, this kind of borrowers who may not be able to repay the loan, is likely to also become an unsafe asset, not a platform for risk control [8].

4.3. Realize Brand Difference: Themed Retail Ecology

By quoting IP to create a completely different brand ecology, it extends to all aspects. For example, at present, many automobile projects have enriched the theme and influence of automobiles by introducing star IP, which combines online star content with offline physical stores to create a new model of star IP+offline sales, becoming one of the ways of sales differentiation [9]. Such methods can enhance the multiple benefits of the brand and achieve the effect of brand differentiation. From the perspective of brand owners and IP licensors, brand owners can achieve marketing effects with the help of popular IP, and IP licensors can further improve their IP popularity and brand value through the influence of their authorized brands. The two are complementary. The new energy vehicles can also conduct cross-border IP cooperation or create their IP to achieve a differentiated and themed retail ecology.

4.4. Realize Derivative Products: Obtain New Market Profit Points

Take BYD, a new energy vehicle, for example. In the next three months of the epidemic era, BYD has become the world's largest manufacturer of masks. It has surpassed the old famous brands 3M and Honeywell. BYD has built 300 mask production lines, with a daily output of 20 million, and 231 masks are offline from BYD factories every second. According to the demand of epidemic situations at home and abroad, BYD is still increasing production at the rate of 1 to 2 million per day, and the maximum production capacity can reach 50 million per day. BYD has earned a lot of attention and honor by producing masks. For BYD, Chinese people actively develop derivative masks when the country is in urgent need of masks. The brand reputation of BYD has also been greatly improved,

which is almost unknown to everyone. Numerous media spontaneously publicized BYD for free. To obtain new market profit points [10].

5. Conclusion

As an emerging brand of electric vehicles, Tesla Motors is developing at a very fast speed, and its successful model is worth learning from. The marketing strategy of Tesla Electric Vehicle Company is particularly thought-provoking. The marketing promotion mode of Elon Musk, CEO of Tesla, has greatly helped Tesla's advertising marketing. Because of the policy of accelerating the global transformation to sustainable energy, as well as some ideas of Musk and his ability to make news in front of the public, has become very famous and popular. Its experience and marketing model can provide a useful reference for other brands. It provides more choices and new ideas for new marketing methods in the future. But Tesla's desperate advertising marketing approach is flawed. The frequent occurrence of fires, fast power consumption in winter, and loopholes in applications in Tesla have brought negative effects to Tesla's brand that cannot be concealed. These things easily make the public lose confidence in Musk. This will cause irreversible damage to Tesla and Musk's image. Therefore, in addition to the basic product quality issues, this research can also expand the way of advertising marketing, to achieve good marketing goals and consumers' brand image. From the literature review, there is no paper on Tesla's IP marketing methods. This paper studies the environment, advantages, and disadvantages of Tesla Motors and the marketing strategies adopted by Tesla Motors, filling the gap in the research field of Tesla Motors' brand IP marketing strategies. However, Tesla's sales methods are not perfect. In the future research process, people should also follow Tesla's latest marketing methods to make a more comprehensive study.

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