

Analysis of Tesla's Advertising and Marketing Strategy

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Abstract: Recently, Tesla has become the most popular product, which is a new type of electric car. And the ultimate reason for winning people's attention is his propaganda method - advertising. Tesla's high-quality advertising also answers why Tesla's product was able to succeed. Therefore, this paper explores Tesla's marketing strategy, through Tesla's advertising. It can be concluded that setting multiple target audiences and implementing policies one by one are the main strategies of Tesla.

Keywords: Tesla, commercial, marketing strategy, MLA.

1. Introduction

Tesla is an electric vehicle and energy company in the United States. The company was co-founded by Martin Eberhard and Mark Tarpenning [1]. Many people believe Tesla is a company that appeared out of nowhere or that rose to prominence through chance; however, this is not the case. "Corporate strategy" is a good start to analyze and it includes commercial [2]. Since the commercial is the best way to analyze and explain why a commodity gets so much attention, the paper will answer this question by analyzing marketing strategies from a Chinese version advertisement of Tesla. This paper will reveal why Tesla gets so much attention.

2. Analysis of Tesla's Marketing Strategy

In today's society, advertising has penetrated into people's lives everywhere. People can get a lot of information from advertising, which not only facilitates daily consumption activities, but also enriches knowledge and broadens horizons [3]. This commercial is in Chinese version. The whole commercial is reflected in the form of response from buyers or people who have experienced Tesla as the use of MLA. At 0:01, the beginning of the commercial, the first source is Tesla's first buyer in Tibet. He said that Tesla's pollution and noise are both 0. "it's very meaning that have a zero-pollution car in such a great environment", he said. Persuasive intent appears here. He uses Tesla's zero pollution feature as one of Tesla's positive functions. Those who also do not want to pollute the environment will be attracted to this feature. Even those who drive oil and gas trucks feel slightly guilty about this and choose to buy Tesla.

The second MLA is used at 0:17. The source here is a man who lives in Beijing. As we known, Beijing is a really bustling city, and every bustling city has a common issue: the traffic problem. In the ad, the man shows us how to use Tesla's autopilot feature to pass the time when he encounters traffic jams on his commute to work. This reflects the convenience brought by Tesla's automatic driving from the perspective of the character's self-description. This segment is targeted at office

workers, who spend almost most of their time in congested traffic. This autonomous driving function will greatly reduce the fatigue of this part of the population which makes it worth buying to them. According to the comparison of Tesla's autopilot and other self-driving car driver accidents, it can also be seen that Tesla's safety guarantee is very high [4]. Therefore, this marketing strategy can absorb more consumers in first-tier cities and further expand the consumer base.

At 0:25, there's another example of MLA. The source is a parent who has 2 babies. He said that Tesla has a large internal space, and four people are not crowded in it. They also show what the space inside the car looks like. This part's sales targets are people who have huge family. A cool design with a car and a lot of space inside can absolutely attract these people. Therefore, this design is suitable for the middle-class family with two children in China, helping Tesla accurately locate the customer base.



Figure 1: Analysis of Tesla's Marketing Strategy.

At 0:48, Because this is a Chinese advertisement, there are also some people who can't hear or understand it in China. So, ease of comprehension is used to solve this problem: after the man finished talking about Tesla's long-run performance, a large data was printed on the screen: "Range of up to over 600 km". This very direct data displayed which makes it very convenient for sales target who are interested in Tesla but not familiar with its function to see.

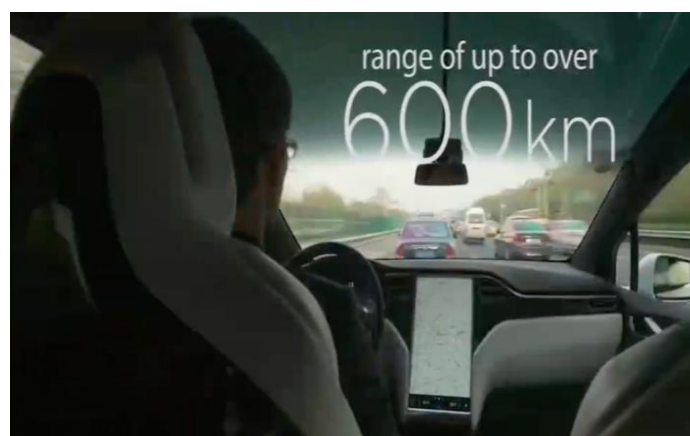


Figure 2: Analysis of Tesla's Marketing Strategy.

At 1:13, it uses ease of comprehension again. While the speaker was introducing Tesla's amazing start-up speed and acceleration speed, the data "0-100km/h in less than 3 seconds" appeared on the screen. This also more intuitively highlights the advantages of Tesla's fast starting speed.

Besides, in order to show the large number and density of Tesla charging stations, at 1:45, it uses the ease of comprehension. It turns a top view of the area into a map and marks all the charging stations with a pointed tip. While it's hard to discern where the charging station is, the purpose of this approach is achieved. From the marked arrows, you can see that the distribution of charging stations is very dense, which highlights that Tesla charging is not a problem at all. After this concern is eliminated, customers will be more willing to buy Tesla.

From 1:52 to 2:08, during this part, commercial's background music is shifted to brilliant music. Music is a language. In Karenin's experiments, people were less efficient in calm music and more efficient in cheerful music [5]. So, this type of brilliant music gives people a very successful and positive emotion which makes people think of Tesla on its surprising functions, and emotionally make people pay more attention to Tesla. The repetition in this advertisement is not an ordinary repetition; instead, the repeated part is the repetition of the plot. In this advertisement, there are many buyers' reactions to Tesla (for example, at 0:01, 0:45...). In each repetition, the buyer will mention a benefit from buying Tesla. In this repetition repeatedly, people who watch the ads will be indoctrinated with the advantages of Tesla in all aspects and gradually strengthen the idea that Tesla is very good and worth buying. You can see that Tesla has done a lot of tricks in advertising, which is why it is recognized by more people, liked by more people and bought by more people.

3. Suggestions for Tesla Advertising Marketing Strategy

Throughout the whole commercial, the strategies it used to make the commercial persuasive are kind of single: it used MLA, reputation, ease of comprehension, emotion and so on. However, there are still some other strategies to make the commercial persuasive. It can add some credibility and authority in the commercial. Speaking of authority, in China, Huaxia Wine News has always been highly consistent with the concepts of President Xi and the party, which is also the basic reason why it has now become a powerful new media matrix and a large number of readers after it, because President Xi and the party have great authority [6]. So, Tesla advertisers can interview some big stars or company owners and record their feedback after experiencing Tesla even one sentence "Tesla is good". Because these are famous people, they speak with even more authority. The audience will trust them even more because of such authority. This also greatly increases the probability that people will believe in the advertisement and buy a Tesla. It should also adopt value-expressive function. For example, you can get the owner of Tesla to appear on camera and talk about his ideas for Tesla. Such behavior will make the audience feel that Tesla's boss is very serious about this product. Such an attitude will impress the audience: the idea of expecting a certain amount of tesla to be blessed. As a result, this idea may promote people to purchase Tesla.

4. Tips for Targeting Potential Customers with Tesla Ads

Every single commercial has a single or group of target audience [7]. However, in this commercial the target audience is not one person but many categories of people. Like at 0:25, the target audience is people who are having a big family. There, the ad gives a lot of features of Tesla's interior space and speaks to the person who is exactly a father. Such functionality is also obviously also fit for the target audience. It also targeted people at work. At 0:17, the interview was given to a young man who works after using Tesla. Getting enough rest on the way to and from work has also become a feature to attract this part of the target audience. Overall, the target audience of this ad is the entire Chinese people, because this ad is embodied in a Chinese way. And this advertisement uses more emotional

rendering than technical information display, and to make these emotional renderings play a certain role, then the audience must understand the language.

5. Suggestions for improving the effectiveness of marketing strategies

For the overall commercial, it's not really effective. First, we should figure out what effective commercial is. "Consolidate the old market and expand the new market" is the most important role commercial plays [8]. An effective commercial need to be convincing first and foremost: not only to further attract people who are interested in the product, but also to persuade some people who are not interested in the product or even boycott it. In this advertisement, most of it is to use the emotional foil and its role to persuade the reader, which is obviously very useful for people who are interested in the product themselves. However, there is little effect for those who do not identify with this commodity. For example, in a debate, if the opposing debater no longer agrees with you, you need to provide stronger and more reliable evidence to refute or prove your point of view, rather than repeatedly emphasizing that you are right in various tones. Based on this weakness, to make advertising more effective requires cutting out some MLA and replacing it with more data, such as Tesla driving conditions, power usage, and comparisons with today's oil cars. A clear list of these points can convince those who do not support the product and change their minds to convince them. Second, an effective advertisement also needs to have a strong appeal. Ads are usually boring and lengthy. People have produced a kind of solidified model for advertising: watching an advertisement is a waste of time or encountering an advertisement and skipping it. So, an advertisement that can attract an audience is definitely very effective. So now the question is how to make an attractive advertisement, and the answer is to make him interesting. Humorous and funny ads can greatly increase the completion rate of advertisements. However, the sense of humor in this ad is almost non-existent. He gave more of the footage to the narration of the experiencer. The result is that the ad is boring, and very few people who don't know Tesla will finish the ad. To improve this ad, we can make some changes to the style of the ad, such as doing some animated illustrations, a livelier soundtrack, and so on. These moves will make the ads more funny and more vivid and more people will be attracted.

6. Conclusion

So, back to the intro question: why it is Tesla? Tesla's marketing group has a very meticulous market strategy, and it has set different strategies to face different target audiences. Moreover, Tesla not only possessed superb skills, but also read the human mind. This allowed him to know how to get people interested in the product and how to get people to notice the product. This type of "binding work" gives Tesla a chance to be successful. Tesla's success depends not only on how high-tech its products are, but more on the people behind its backstage who do their work on design and publicity. People are able to learn a lot not just about the technology of the car in its advertising. Advertising is the carrier of any product. It is not only a product publicity tool, but also shows the spiritual wisdom of everyone behind this product. Tesla is a company with very good strength, fame and prospects, and this paper may analyze more than evidence, but this does not in any way affect people's expectations for a future that belongs to Tesla.

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