

Consumer-centric growth strategies

Do you find that your existing growth plans are restrictive, lack freshness and deliver the same answers year on year?

We create inspirational, future facing strategic plans that identify new growth opportunities and deliver a renewed impetus to your 3-5 year innovation and communication plans.



Process



Energise



Immerse



Create



Iterate



Strategise

An envisioning workshop about the future ambition for the brand and the value of a future facing strategic plan.

Three key inputs:

- 1 / Multi-functional stakeholder interviews
- 2 / CCC (Consumer, Competition, Company) review
- 3 / External trends work

A series of creative brainstorm sessions to develop consumer-centric inspirational opportunity spaces.

Sessions with key multi-functional teams to conduct feasibility assessments and ideation potential.

A 2-3 day workshop (virtual or face to face) to review, evaluate and prioritise opportunity spaces and build the final strategy on-a-page.

Timings

A typical engagement takes between 8-12 weeks.

Outputs

Strategy on a page

We deliver a compelling consumer-centric strategy that outlines the strategic imperatives that the business should focus on. Each strategic pillar is underpinned by a series of consumer driven opportunities.

Tesla - Strategy-on-a-page			
Vision: To secure the future of our planet by transitioning the world to sustainable energy.			
Mission: To drive the world's transition to electric vehicles by improving access and reducing adoption barriers.			
Strategic pillars			
Accelerate the journey to EV adoption	Spearhead the delivery against the evolving customer needs from EV's	Continue to raise the bar by addressing the broader sustainable needs of consumers	Target early adopters in under-recognised markets
Opportunity spaces			
Incentivise EV considerers to shorten the path to adoption	Deliver advanced technological solutions for the next generation models	Widen the portfolio of products in the home energy market	Expand into Asian markets
Raise the salience of the benefits to drive EV consideration among environmentally conscious consumers	Target early adopters at the key moments in their upgrading journey	Expand the infrastructure for charging into under-served regions	Address the barriers to access amongst early adopters in emerging markets

Opportunity Space: 2-pagers

Each opportunity space underpinning the strategy is supported by rich evidence that serves as inspiration to inform innovation and communication plans.

Incentivise EV considerers to shorten the path to adoption

Address the barriers that are preventing considerers to follow through to purchasing EV's

Why this is needed:
Ambitionality, environmentally conscious consumers are keen to buy EV there are a host of misconceptions that need to be changed. Another barrier is that poor infrastructure - both in terms of charging but also the impact on the utilities grid and require utilities companies to replace existing infrastructure.

Why Tesla:
Tesla has the equity and expertise to support the development of the infrastructure that is a single barrier to adoption. In addition, Tesla can play a leading role in partnering with advocacy groups that can help address the misconceptions.

Incentivise EV considerers to shorten the path to adoption

Opportunity Overview: Convert first time EV buyers to accelerate their decision to buy by breaking down the barriers to adoption. **Ta:** Drive penetration of Tesla

Key audiences: Environmentally conscious consumers who have started exploring EV and intend to buy one in the next year.

Consumer insights: - Range anxiety is a key barrier but in reality, it isn't a concern for the average EV owner. - Even though drivers only drive 27 miles (43 km) on average per day, over 60% said they would like their fully-electric vehicle to have a minimum range of 200 to 400 miles (320 to 640 km). - The reliability of charging infrastructure is another hurdle to overcome when it comes to electric vehicle adoption.

External insights: Electric vehicles can play a significant role in increasing the rate of electric vehicle adoption. To do this, it is critical to understand regional factors such as: - How many electric vehicles are connected to the grid? - What is the subsequent impact of charging loads? - What are the local barriers to electric vehicle adoption? - Who are electric vehicle drivers? Update on electric vehicle owners in the United States through 2020, the next parity is estimated to arrive between 2022 and 2024 for passenger cars followed by crossover and sport utility vehicles between 2023 and 2025.

Key supporting data point

EV share of new passenger vehicles by 2040 in the US

37%

What our clients say

The growth strategy we developed with Incite was completely different from strategies we laid out in the past. It was built off of true consumer gaps/needs/opportunities and was integrated globally to ensure that we had the right inputs (both internal and external). Old strategies allowed us to put almost any project into a strategic pillar while this new strategy allows us to check priorities and really provides guardrails for the brand as to where we are focused. The strategy provides guidance for years of innovation focus—it's something we can live into for the next 5-10 years.

Global Director for a global consumer health business

Awards

- Microsoft Showstopper of the Year award winners 2021
- AURA Agency of the Year 2019
- AURA Commercial Acumen 2019

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