Co-Branding with Tesla

Presented by: Cécile Amalfi
EXECUTIVE SUMMARY

OBJECTIVE
Propose a realistic co-branding partnership with Tesla using Kapferer's theory.

PLAN
I. Co-branding between Tesla and Ducati (slide 3-8)
II. Presentation of the two brands’ prisms (slide 9-10)
III. Presentation of the product characteristics (slide 11)
IV. Kapferer's map on strategic uses of co-branding (slide 12)
V. Communication activities & visual of the project (slide 13-16)
I. CO-BRANDING BETWEEN TESLA AND DUCATI

PRESENTATION OF DUCATI

Ducati is an Italian company that designs and manufactures motorcycles. Headquartered in Bologna, Italy, Ducati is owned by the German automotive manufacturer Audi. The company just celebrated its 90 years anniversary (1929-2016).
I. CO-BRANDING BETWEEN TESLA AND DUCATI

WHY CHOOSE DUCATI?

• High performances bikes & race bikes

• High level of expertise and technicality in manufacturing motorcycles

• An engaged and loyal community of “Ducatisti”

• Worldwide respected brand

• Aligns with Tesla’s value in making high performance vehicle

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Ducati #3 Best Motorcycle Manufacturer in the world

“The Ferrari of Motorcycles”

“World’s #1 Motor Bike Company”

“Italians knows how to make fast things like Ferrari or Lamborghini - Ducati is the perfect example of joy on wheels”

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"HYCHOOSE DUCATI?"
I. CO-BRANDING BETWEEN TESLA AND DUCATI

STRATEGIC QUESTIONS

1. Will the visible alliance of the two brands create a good impression among clients?

Yes. Both companies are renowned for their high performance vehicles, elegant designs, and innovative technology. Their clients like fast and sporty vehicles that gives a unique experience.
I. CO-BRANDING BETWEEN TESLA AND DUCATI

STRATEGIC QUESTIONS

II. Is there a high degree of complementarity?
Yes.

Tesla can provide its knowledge on electric engines and experience in having created the quickest car in the world.

Ducati has the knowledge of designing and manufacturing high performance motorcycles.
I. CO-BRANDING BETWEEN TESLA AND DUCATI

STRATEGIC QUESTIONS

III. Is it a good fit in terms of values?
Both companies are dedicated to create high performance vehicles. They are both very technical and innovative companies that always try to outdo themselves.

IV. Will the innovation be attributed to both partners, or only one of them?
Considering the knowledge and reputation of both companies the innovation would be attributed to both partners.
## Strategic Questions

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<tr>
<th><strong>Tesla Objectives</strong></th>
<th><strong>Ducati Objectives</strong></th>
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<tbody>
<tr>
<td>- Enter the motorcycle industry</td>
<td>- Learn to create an electric motorcycle</td>
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<tr>
<td>- Learn how to manufacture a motorcycle</td>
<td>- Enter the market of electric bikes</td>
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<tr>
<td>- Have a new product line</td>
<td>- Strengthen position of leader on the motorcycle market</td>
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<td>- Strengthen the position of the brand on the market of electric vehicles</td>
<td>- Stay ahead of the innovation on the motorcade market</td>
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<td>- Make a profit from the co-branding</td>
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II. PRESENTATION OF THE BRANDS’ PRISMS

- **Sport/Luxury electric cars**
  - Physique: Reliable, respectful, paternal
  - Personality: Innovative, futuristic, sustainable, go-beyond, imaginative

- **Well-off CEO, Entrepreneur, higher class families**
  - Culture: Elegant, luxurious, powerful, sophisticated, innovative
  - Self-image: Man, educated, technology oriented, environmentally conscious, high social status

- **Elegant, luxurious, powerful, sophisticated, innovative**
  - PICTURE OF SENDER

- **Innovative, futuristic, sustainable, go-beyond, imaginative**
  - PICTURE OF RECIPIENT
II. PRESENTATION OF THE BRANDS’ PRISMS

- **Sport motorcycle**
  - Innovative, competitive, traditional, dynamic
- **Reliable, cool older brother**
- **Powerful, elegant, athletic, energetic, liberty**
- **Young man, single, athletic, middle to higher class.**
- **Man that seeks freedom, independence, into bike racing, good paying job, educated**
The co-branding between Tesla and Ducati would result in the creation of an electric motorcycle.

Characteristics:

• 100% electric
• Fastest motorcycle in the world
• Elegant design (black and red)
• Futuristic look
Strategic use of co-branding

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<tr>
<th>HOW</th>
<th>Sources of growth increasing frequency per customer</th>
<th>Enhancing proximity to a target</th>
<th>Enhancing perceived quality</th>
<th>Creating a new market</th>
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<tbody>
<tr>
<td>Same product</td>
<td>Co-branded loyalty cards (AirFrance AMEX)</td>
<td>Image strategy (Oraigna Lee)</td>
<td>Component co-branding (Intel/HP)</td>
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<td>Line extension</td>
<td>Limited series (Peugeot 2015 Lacoste)</td>
<td>Endorsement (Weight Watchers by Ficurry Michon)</td>
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<td>New full line</td>
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<td>Co-creation - Philips &amp; Alessi</td>
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<td>Value innovation</td>
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<td>Co-creation (Danoe, made of minute maid and Danone)</td>
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The creation of the first electric motorcycle places the co-branding on “Value innovation” and “Creating a new market”
Potential communication activities

- Bike racing event + social media campaign on the event with back stage videos and videos of the race (Live on Facebook and Instagram)
- Video shared on social media before launch (hinting of the product and collaboration, creating mystery around the launch)
Potential communication activities

- Appear in motorcycle and innovation magazines (Cycle World, Globale innovation magazine)
V. COMMUNICATION ACTIVITIES & VISUAL OF THE PROJECT

Potential communication activities

- Test drive in extreme climate (video)

https://youtu.be/RqiXc-rPmbk
V. COMMUNICATION ACTIVITIES & VISUAL OF THE PROJECT