



# Case Study/ ClowderTank & Tesla Motors

Using customer insights  
to explore and understand  
a new market



# Overview/

## About Tesla Motors

Tesla is not just a car manufacturer, but also a technology and design company with a focus on energy innovation.

Tesla Motors was founded in 2003 by a group of engineers in Silicon Valley who wanted to prove that electric cars could be better than gasoline-powered cars. With instant torque, incredible power, and zero emissions, Tesla's products would be cars without compromise. Each new generation would be increasingly affordable, helping the company work towards its mission: to accelerate the world's transition to sustainable transport.

**Industry:** Automotive

**Founded in:** 2003

**CEO:** Elon Musk

1,000

TESLA CARS BUILT EVERY WEEK

50

TESLA'S MODEL 3 SOLD IN ONE DAY DURING PRE-SALE IN MEXICO

3.7

SECONDS TO ACCELERATE FROM 0 TO 60 MPH

0

AUTHORIZED DEALERS, DIRECT SALES

5

RANKING AS THE CAR BRAND WITH THE BEST ONLINE PRESENCE

# Background

Since its inception in 2008, CEO Elon Musk's company has evolved by leaps and bounds. Considered the most innovative brand in the world, Tesla caused a real impact and disruption when it launched its first electric vehicle with its distinct direct-sales business model, without any intermediaries between the customers and the brand.

In December 2015, Tesla initiated its much-awaited presence in Mexico, and results have been very positive so far.

To put this success in context, in March of 2016 when launching its latest and more affordable 'Model 3', 50 cars were sold in just one day to Mexican customers who had not even seen the model beforehand.

"Mexico is a market keen on new technologies, and therefore we do not see it as a potential market but as an already established one. There was demand for Tesla in Mexico, so we decided to come here, our first Latin American country, to commercialize our popular Model S"

**RICARDO REYES, VICE-PRESIDENT OF GLOBAL COMMUNICATIONS AT TESLA MOTORS,  
IN AN INTERVIEW WITH TECHBIT.**

While exploring its plans for future expansion in the Latin American market, the Tesla Motors team worked with the specialist agency ClowderTank to understand the public's perception of the company's offering so it could better envision the possibility of a more effective launch into the rest of Latin America.

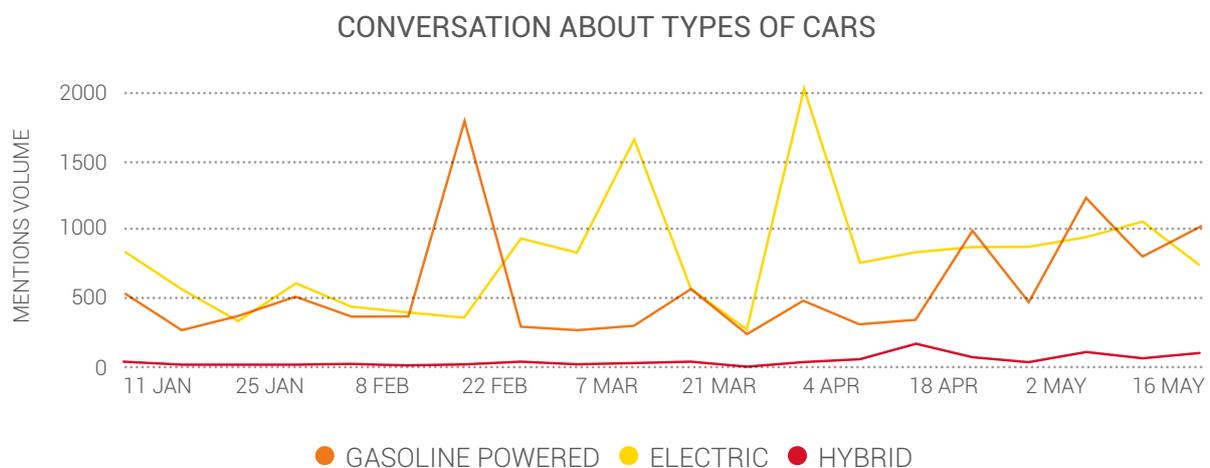
# Creating Queries

The first challenge that ClowderTank faced was to understand the questions it needed to ask in order to retrieve valuable data for Tesla. Once this was clear, the team of analysts could build the appropriate Boolean Queries in Brandwatch Analytics.

Tesla wanted supporting social data around its most relevant topics when embarking on a business journey into a new market.

**1. Tesla wanted to better understand the conversation surrounding gasoline-powered cars vs. hybrid cars vs. electric cars and how this might have changed over time.**

The research from Brandwatch Analytics concluded that the conversation migrated from hybrid cars to electric cars (although many now refer to hybrid cars as electric cars).



**2. Tesla wanted to identify conversation around electric vehicles and around the environmental contingency plan in Mexico.**

In Mexico City there are specific days with very high levels of pollution, triggering a series of government actions to regulate the circulation of gasoline-powered cars, by allowing only hybrid and electric cars to be used on certain days.

**3. Tesla also wanted to know if online conversation mentioned the government's incentive to use or acquire electric cars.**

In Mexico, there are many incentives, promotions and preferential tariffs for the use of electric vehicles. Tesla Motors wanted to find out if consumers already knew about these allowances, and if they were a common topic of conversation amongst the public.

# Custom Reporting

After more than two months of using Brandwatch Analytics for social listening and analysis of the electric car industry in Mexico and Latin America, ClowderTank analyzed the data and produced a detailed report of its findings.

The findings within the report provided the management team at Tesla with a clearer understanding of the region and gathered plenty of insightful information.

## Which Latin American regions had the highest levels of conversation around Tesla Motors?

Analysis confirmed that Mexico was the right market for Tesla Motors to introduce its Latin American business, as it is the country with the highest level of conversation around the Tesla brand and electric cars and a high interest in eco cars.

### GEO LOCALIZED MENTIONS ABOUT TESLA



● MENTIONS (687)

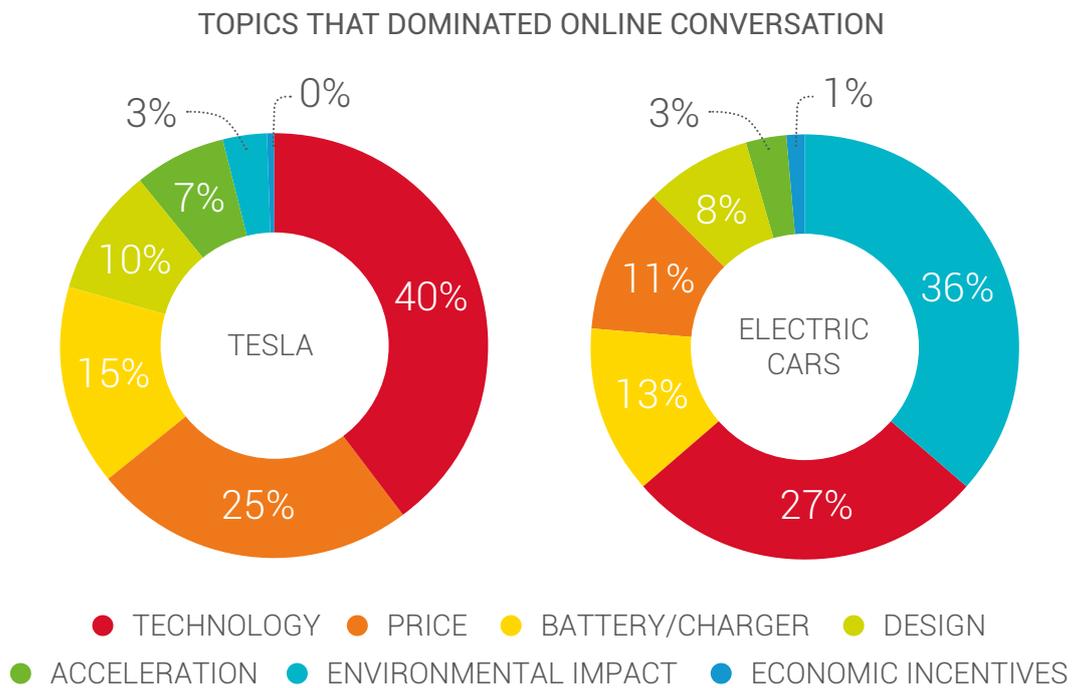
Another finding was the higher volume of conversation in Colombia and Argentina on the topic of Tesla and electric cars. This suggests a strong possible market to explore next, as destinations to expand Tesla Motors in Latin America.

### The most relevant topics relating to electric cars and Tesla for the Latin American audience.

Innovation can be made easier with social listening. The accessibility of data allows brands to listen to the unfiltered opinion of thousands of users and prospective clients. With a listening platform, companies have access to data about its audience, without any geographic or time barriers.

ClowderTank used Brandwatch Analytics to create categories around key online topics and then filtered the conversations by each category, thus verifying which topics drove conversation about Tesla vs. electric cars, or the industry in general.

The data indicated that whilst audiences who discuss electric cars are mainly interested in the environmental impact, Tesla's audience showed a clear interest in technology and price. This information is key when it comes to positioning the brand in this new market.



Social data helps answer several questions for Tesla including;

- Who are the influencers and media with the most interest in discussing electric cars in Latin America, and are they fans or detractors?
- What are the demographic characteristics of the audience and influencers?
- The most popular stories and hashtags about the industry
- The effectiveness of Tesla Motors' branding efforts
- Are there intrinsic opportunity areas in the region to drive the benefits of electric cars? For example, the environmental contingency plan in Mexico City and the potential governmental incentives.

The Tesla Motors management team in Latin America obtained information that allowed them to verify the effectiveness of their communication efforts, especially in such an important introductory phase to a new market.

The information presented in ClowderTank's report will be used to inform and shape Tesla's next steps, expansion and growth plans in Latin America.

"The consolidation and growth phases can be very demanding, and it is important to have tools that offer 24/7 listening capacities and a detailed social analysis to understand the impact of our communication efforts. Reports such as ClowderTank's confirmed in a short period of time that our local narratives had the anticipated impact regarding our arrival in Mexico and that they fit very well with our global business message. Likewise, thanks to our ability to listen directly to our clients, we took advantage of the reports to streamline our messages and reinforce our proactive communication efforts."

**RICARDO BLANCO, COMMUNICATIONS MANAGER | TESLA MOTORS MEXICO.**



**Tesla Motors**  
@TeslaMotors



"If everyone would drive EV's, the sky would be blue again" - Full video

<http://ts.la/fDt>

4:43 PM - 17 May 2016

RETWEETS 624   LIKES 1,658



# About

## Brandwatch

Brandwatch is the world's leading social intelligence company. Brandwatch Analytics and Vizia products fuel smarter decision making around the world.

The Brandwatch Analytics platform gathers millions of online conversations every day and provides users with the tools to analyze them, empowering the world's most admired brands and agencies to make insightful, data-driven business decisions. Vizia distributes visually-engaging insights to the physical places where the action happens.

The Brandwatch platform is used by over 1,200 brands and agencies, including Cisco, Whirlpool, British Airways, Heineken, Walmart and Dell. Brandwatch continues on its impressive business trajectory, recently named a global leader in enterprise social listening platforms by the latest reports from several independent research firms. Increasing its worldwide presence, the company has offices around the world including Brighton, New York, San Francisco, Berlin and Singapore.

Brandwatch. Now You Know.

[brandwatch.com](https://brandwatch.com)

## Tesla

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Tesla is not just an automaker, but also a technology and design company with a focus on energy innovation. Tesla's mission is to accelerate the world's transition to sustainable energy.

[teslamotors.com](https://teslamotors.com)

## ClowderTank

ClowderTank is the first consultancy firm specializing in digital transformation of businesses in Latin America, and its aim is to help companies identify and bridge their digital gap.

Its professional team includes a dedicated group of consultants, researchers and specialists who monitor and analyze social data. With the business intelligence it gets, ClowderTank designs strategies that allow for the automated and data-based identification of potential clients and of the right way to help all their clients achieve and exceed their business objectives.

[clowdertank.com](https://clowdertank.com)

