



Fisker Automotive/ Marketing Brief



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Project Scope.

The purpose of this manual is to study the advertising campaign for Fisker Karma Cars, produced by Fisker Automotive.

The Fisker Karma is a hybrid luxury sports sedan, produced by Fisker Automotive. The design team at Fisker believes that this type of car could be the future of the luxury automotive industry. By applying cutting edge styling with an environmentally conscious product, the Fisker Karma is paving the way to lead the luxury hybrid market. The designers at Fisker also feel that with design like this, the automotive industry can become more sustainable and more environmentally aware.

Problem.

Through extensive research, by the design team, findings indicate that the major problem for the Fisker Automotive is they don't have a striking advertising campaign regarding to advertising campaign purposes. The main problem that this company is facing is the introduction of their product to the cars business market, making the product unknown and not commercial. Another problem that this company is facing is the unknown, people don't know about this type of car and its benefits.

Project Outcome.

The design team believes that by creating a new creative and striking advertising campaign, the Fisker Karma and The Fisker Automotive Company will be known by the masses, introducing their product to the automotive market. In the same way, the design team believe that, with a successful campaign, not only will the Fisker Karma be demanded, but also they can promote a conscious campaign for the people, to invest in hybrid cars. By investing in environmentally conscious products consumers will be able to contribute to the environment and help the world, which has been devastated and damaged by pollution, because there is no bridge between luxury and green vehicles.

Stage Outline.

Client Meeting and Project Orientation.

The design team is going to meet with the client for 11 weeks, making one meeting per week. The meetings are tended to speak and discuss about research and the project orientation development. Then, after the design team gets feedback and approval from the client, are able to go forward with the project.

Research and Discovery.

The design team weekly will go to research about the company, their competitors and the advertising problems that they are facing, to determine possible solutions to fix the advertising problems. The research is going to be carried out by visiting the company, and browsing on their webpage and Internet.

The Marketing/Design Brief.

After the researched made it, the design team is going to create a marketing design brief informative document to define the parameters of the project, which includes the company and product information, history, current competitors, current advertising problems and possible solutions to these advertising problems.

Creative Exploration.

The design team will go to study the advertising issues to propose a new concept and campaign to show the product. The new concept for the add campaign is going to be represented with photographs and graphic design techniques.

Creative Refinement.

After the study all the new possible ideas born in the creative exploration phase, and get approval from the client, the design team is going to execute those ideas, to present to the client the first new advertising campaign approach for the product.

Creative Implementation.

Finally, after executing the first ideas and showing the client for their previous approval, the new ideas are going to be placed into their specific and proper applications, to show to the public in general and future customers the new advertising campaign.

Category.

Fisker Automotive cars, is in the plug-in hybrid cars category. A plug-in hybrid car, are cars very similar to a conventional hybrid vehicle, but, a plug-in hybrid uses larger battery packs that can be recharged by connecting to common household electricity. Plug-in hybrids can be driven for long distances—from a few miles to as much as 40 miles—without using any gasoline.

In the same way, Fisker Automotive is in the bussines-to-consumer category, offering a product that is sold directly to consumers. Fisker Automotive with their car design and production, offer a global product used by many people nowadays, and on which sustainability is transforming the anatomy, production and marketing of the product, making cars more sustainable and less harmful.

Competitors.

Today many car companies are producing concept prototype of this type of cars, but only a few car companies, such as Fisker Automotive, have started the production and commercialization of this type of cars, among them, Chevrolet, its offering the Volt Concept car, Ford with it's offering the C-Max car and the Scape SUV, Tesla Motors, is offering the S Model, Nissan is offering the all electric Leaf, Toyota its offering the Prius, Mitsubishi is offering the PX MiEV SUV and Volvo is offering the V70 car.



Chevrolet, Volt Concept



Ford, C-Max



Mitsubishi, PX MiEV



Volvo, V70

Company Portfolio.

Fisker Automotive offers only one product as of the time of this project. They have three other vehicles in development, but these will not effect the current advertising proposal. Fisker’s main product is the Fisker Karma. The Karma is a high-end luxury sedan that is a plug in hybrid car. Aside from this environmentally conscious feature the car also has solar panels and is made from sustainable products including wood that had been fell naturally.

Brand Strategy.

The brand strategy for Fisker Automotive would be to bridge the gap between luxury and a green. They are looking for high-end consumers that are also looking for an environmentally conscious solution to their transportation needs. The Karma also offers the furthest drive time in “stealth mode.” This mode is all electric with no need for the gasoline generator. Based on multiple studies, the average commuter does not travel more than 30 miles driving a day; the Karma offers 40 miles of pure electric driving.

Another strategy would be that they are making the vehicle from completely sustainable products. All the wood finishes are of either burned or naturally fell trees. No trees will ever be harmed in the production of the interior. Also the paint is water based and the flecks are made from reclaimed glass flakes. The Karma has another amazing feature with its solar panels.

Trends.

Sustainability is the biggest trend occurring in the market today. Whether it be in sustainable packaging to greener transportation and shipping to what the products are made out of. So for this company, Fisker Automotive, to make most of their product out of sustainable materials, they are riding the trend high. Fisker has been using this trend to their advantage by marketing the fact that they make their product out of sustainable materials.

SWOT Analysis.

Strengths.

Fisker Automotive, with the Fisker Karma, offers the world’s first true electric vehicle with extended range. The Fisker Karma allows drivers to enjoy a car with a luxury style and is also environmentally conscious, one that achieves fuel consumption and emissions performance that is simply beyond the capability of today’s conventional luxury automobiles.

Weaknesses.

The lack of advertising, which makes the Fisker Automotive Brand mark and products unknown.

Opportunities.

Combining a striking, elegant and environmental design add campaign, with the luxury and high performance of the Fisker Karma. The design should embody the brand’s recognition and introduction to the Plug-in hybrid cars market, delivering conciousness and pure driving comfort.

Threats.

The first threat that the Fisker Automotive is facing is the lack of publicity and advertising, making the car unknown. The second threat that the company is facing is the massive production that other car companies are having with the same type of car, making plug-in hybrid cars more affordable and less expensive for regular customers, but without any kind of the features that the Fisker Automotive on their Fisker Karma car offers.



Fisker Automotive, Karma



Fisker Automotive, Karma

Target Audience.

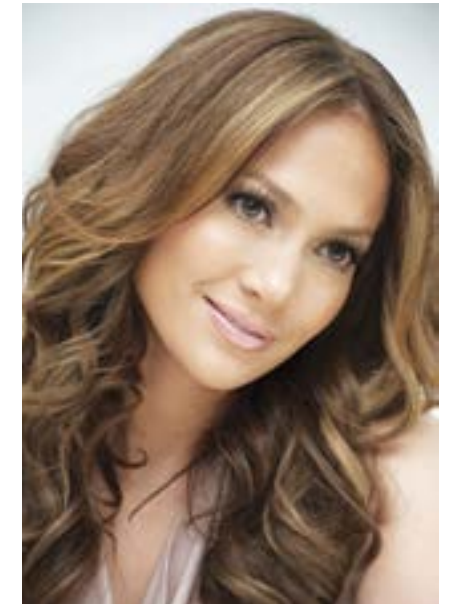
The target audience is aimed to persons with a high economic position. The target audience includes young and middle ages people from both genders, between 25 and 60 years old.

Demograph.

- Males and females from any kind of ethnicity.
- Young adults and adults (male and females around their 20's and 60's).
- High study level.

Psychograph.

- High-class people (celebrities and rich people).
- Males and females with a high economic position.



Competition.

The main competition of Fisker Cars are car companies which today are offering the same kind product. These companies offer the same kind of hybrid cars, with the same environmental concept, but their focus and approach are totally different than Fisker Automotive.

Tesla Motors, which is in the market since 2003 and for many years offers hybrid luxury cars, introducing this year their new plug-in hybrid model, the S Model.

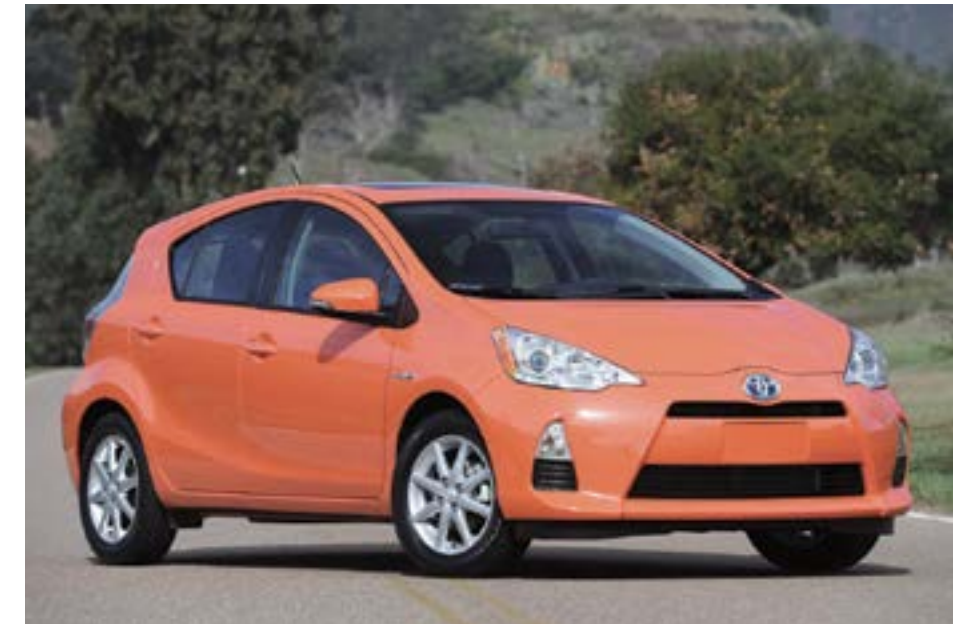
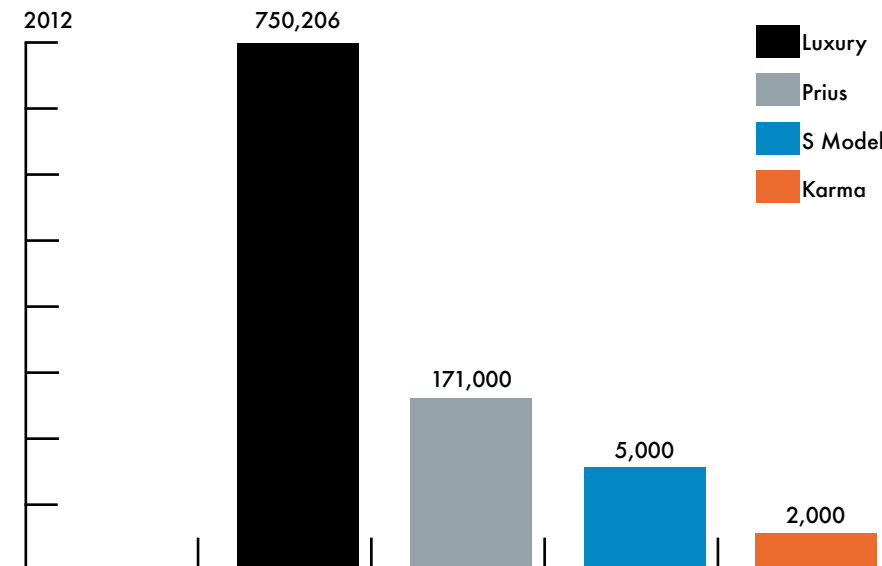
Also, Toyota Motors Corporation, since 1937 offer a recognizable quality cars and products, introducing this year into the market their new plug-in hybrid model, the Prius, which is one of the most commercial car in the market.

Base on statistics of the current year, the two graphics on the left shows the number and average of car sales, base on the luxury car category.

The first Graphic, shows the sales of the Karma and their competitors on the current year. The Toyota Prius is the higher sale.

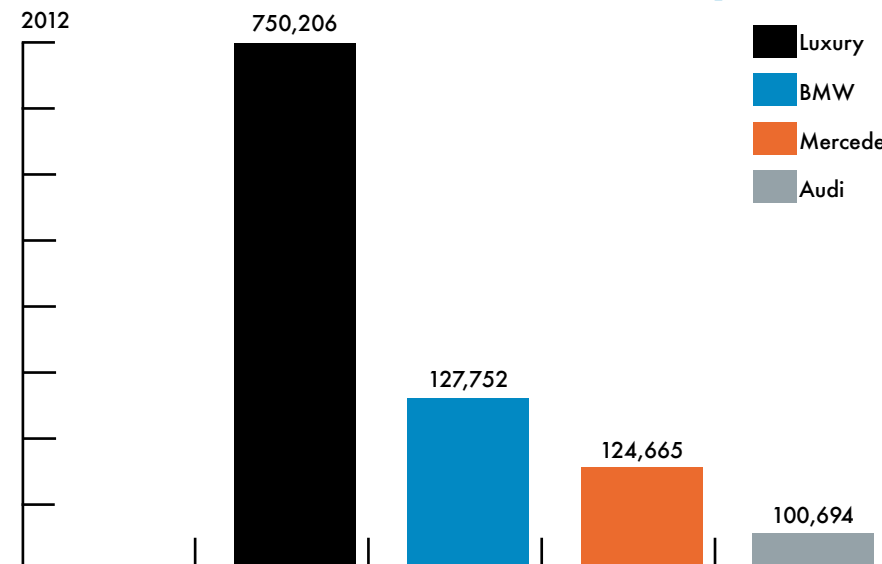
The second graphic, shows the sales on 2012 of the most common luxury cars in the market such as BMW, Mercedes Benz and Audi. The BMW cars are the higher sales.

2012 Fisker Karma and Main Competitors Car Sales



Toyota, Prius

2012 Luxury Car Sales



BMW, M5

Tesla Motors (TSLA).

Founded in 2003 by a group of intrepid Silicon Valley engineers, Tesla Motors, is a company that designs, manufactures and sells electric cars and electric vehicles powertrain components. Tesla, sells electric powertrain components, including lithium-ion battery packs, to other automakers, such as Daimler and Toyota.

Tesla introduced in 2012 the Model S. The Model S, is an all-electric luxury sport sedan with three battery pack options ranging from 40 kilowatt-hours to 85 kilowatt-hours, estimating that the range of those battery packs is 160 miles and 300 miles, depending on the pack size. The base price of the Model S is \$57,400.

Brand Strategy.

The brand strategy that Tesla Motors is offering today is base on their hybrid and plug-in hybrid luxury cars.

Also, Tesla Motors is offering a sustainable and ecology car, made with sustainable technology and materials.

Finally, Tesla Motors is offering new features on their cars such as their all glass panoramic roof, constructed from lightweight safety glass, and door handles optimize, which when the handles are not in use retract into the body, streamlining airflow, and when a driver approaches the vehicle with the key, the handles slide out and unlatch with a simple touch.

Tesla SWOT Analysis.

Strengths.

Tesla Motors have been in the market for 9 years, showing a solid car company which makes their car and products efficient. Also, Tesla Motors, is offering the Model S car, which is the main competition of the Fisker Karma. The Model S, is a luxury sport sedan design under the same parameters and concept of the Karma, using a plug-in hybrid system.

Weaknesses.

Tesla Motors have a lack of advertising, which makes their cars and products unknown. Tesla with their Model S is offering a car with a battery pack options ranging from 40 kilowatt-hours to 85 kilowatt-hours, estimating that the range of those battery packs around 160 miles and 300 miles, making the car less energy efficient than the Karma.

Opportunities.

Tesla, have been in the market for 9 years, having the opportunity of make their cars and products extremely known for consumers. Tesla Motors is offering a new car made with a plug-in hybrid system, which is today the most new trend in cars. Tesla with a new striking advertising campaign could offer their cars and products in a most efficient way

Threats.

The first threat that the Tesla Motors is facing is the lack of publicity and advertising, making their cars and products unknown. The second threat that Tesla Motors is facing is the competition. Today some car companies are offering the same cars and product that Tesla Motors offer.



Tesla Motors, Model S



Tesla Motors, Model S Roof

Toyota Motor Corporation (TMC).

Founded in 1937 by Kiichiro Toyoda, Toyota is a Japanese multinational automaker, and the eleventh largest company in the world. Toyota Motor Corporation group includes Toyota, Scion, Lexus, Daihatsu and Hino motors.

Toyota is one of the largest companies to push hybrid vehicles in the market and the first to commercially mass-produce and sell such vehicles. In 2010, Toyota launched collaboration with Tesla Motors to create electric vehicles, planning to release on 2012 an electric version of the RAV4 (Toyota Crossover SUV), using components from Tesla.

Also, Toyota introduces, the Prius plug-in hybrid version. The Prius plug-in hybrid version (ZVW35) is based on the conventional third generation (ZVW35) with a 4.4 kWh lithium-ion battery that allows an all-electric range of 23 km (14.3 mi).

Brand Strategy.

The brand strategy that Toyota is offering today is base on their product quality and customer satisfaction. Over many years, toyota have been working on creating a corporate framework to facilitate customers' preference for the company's products, building since last thirty years its brand around 5 key factors: durability, reliability, affordability, style and fuel efficiency.

Toyota SWOT Analysis.**Strengths.**

Toyota have been in the market for 76 years, showing a solid car company with an incredible brand identity, which makes their car and products extremely efficient. Toyota, over many years offered different type of cars, staying all the time in the same range of their competitors, offering all the time a diverse kind of cars and products. Today, Toyota is offering the Prius plug-in hybrid version, which is one of the most sale cars since the car is in the market.

Weaknesses.

The Toyota Prius, is one of the most economic and less luxury car on the luxury plug-in hybrid car category. Toyota, offer a product with the regular basis for this type of car. Also, the Toyota Prius, don't have an striking car design, and don't offer some of the most new features than other car companies are currently offering today in their cars.

Opportunities.

Toyota, with their 76 years offering efficient cars and products, creating a worldwide brand identity, which nowadays is one of the most recognizable in an international level. Also, Toyota is offering the most economic and less plug-in hybrid car, but is showing their customers that they are in the same level of other car companies, and they are offering the same kind of product in a cheaper way.

Threats.

The only threat that Toyota is facing, is that they are offering the most economic and less luxury plug-in hybrid car in the market, with a regular and not striking car design, and without the features than other car companies such as Tesla Motors and Fisker Automotive.



Toyota, Prius



Toyota, Prius

Observations.

Throughout the research it has been observed that Fisker Automotive is somewhat of a niche company. With having sold only 2,000 units this year Fisker Automotive is hardly even a blip on the hybrid market radar. However Fisker is the only company offering such a high class and sustainable product.

The information gathered about Fisker has resulted in a few observations. First of all, Fisker's competitors have much better numbers in sales and have been around a significant amount of time longer. It does not necessarily mean that their product is better, but that they have had more time to work out investments and production. As far as the design team's marketing plan, Fisker needs to open up their key demographic and launch a new marketing campaign that emphasizes their sustainability of the product.

There is one main and clear opportunity to exploit from Fisker. That would be to open up the demographic and show that the Fisker Karma is a superior product with unmatched environmental consciousness.

After all the research conducted by the design team, it is helpful to summarize some key points or observations for the client. With the study conducted it is easy to determine that there are many opportunities to improve the advertising for the Fisker Automotive Company, to create a better relationship and knowledge between the customers and the brand itself, which today is really unknown for the lack of advertising.

Fisker Automotive is a new car company, which offers luxury cars, made it from sustainable materials, and with a plug-in hybrid system. Today not many car companies are offering this kind of cars, just a few, among them we can mention Tesla Motors and Toyota, which are the main competitors of Fisker Automotive. Tesla Motors is the most close competitor to Fisker with their S Model plug-in hybrid car, which was design and create under the same parameters as the Karma from Fisker Automotive, but the lack of advertising make this company unknown too. Toyota is another competitor with their new plug-in hybrid Prius, which offer the same kind of engine, but don't offer the features and the aerodynamic design that the Fisker Karma and the Tesla S Model offer to their customers. Toyota, despite of the fact that they offer a regular car design on this type of cars, is one of the most sale in the United States. Toyota as brand, for many years have been working on the recognition and quality of their cars and products, creating a strong relationship and confidence with their customers.

Conclusions.

Many people in our society, don't have knowledge about sustainability and the help that this trend is bringing, specially for the planet. The new concept that some car companies are bringing with the creation of sustainable cars with the same kind of luxury and features that many car companies offer nowadays in their cars, is amazing and extremely helpful for the planet, and in the same way, but the lack of good advertising and promotion of conscious campaign by car companies, specially the new ones such as Fisker Automotive are creating the unknown of this new kind of cars. Our proposal is base on design a new advertising campaign, which show to the customers and the public, the benefits that this kind of cars are bringing with them for their users and for the entire planet, which today is extremely devastated by pollution. Fisker Automotive, with their new Karma car, bring a big opportunity to show to the customers and public in general the amazing that this car is, with their beautiful exterior and interior design, their luxury accommodations, and the amazing powerful and harmless engine that this car offer. Creating an striking, simple and extremely communicative advertising campaign for the Karma form Fisker Automotive, is the final step that this new car company needs to introduce their car and products to the market, and in the same way increase their sales, creating a special satisfaction on which Fisker Automotive, their customers and the planet are going to be benefit.

Key Points to Observation and Conclusion

- Lack of advertising.
- Competitors are more well known.
- Fisker offers a better product.
- Fisker has potential to create a better brand identity between customers and company.

Business Objectives and Design Strategy.

Throughout the research conducted, and the observations and conclusions, the design team has developed some business objective and their corresponding design strategy to summarize the best opportunities that the company has, to introduce, show and sell their product.

Business Objectives	Design Strategy
<ul style="list-style-type: none"> • Expand the client base of the people who would want to purchase an environmentally conscious product that is also luxury based. 	<ul style="list-style-type: none"> • Create a new promotional striking advertising campaign to promote the Karma car from Fisker Automotive, to integrate this new car and brand itself into the car market.
<ul style="list-style-type: none"> • Allow the consumer to know that the product is sustainable, environmentally conscious and friendly. 	<ul style="list-style-type: none"> • Create the new campaign using ecological and harmless elements as the materials to promote both campaigns, such as digital advertising for most of the majority part of the campaign, and for printed pieces use paper made of from recyclable materials.
<ul style="list-style-type: none"> • Integrate both campaigns to create just one, on which we can summarize both campaigns in one. 	<ul style="list-style-type: none"> • Integrate both campaigns, summarizing both campaigns on the tag line: "There is no distance between luxury and green."

Timeline and Budget Phases.**Phase 1.**

Client Meeting and Project Orientation: During this phase the design team is going to meet with the client for 11 weeks, to talk about the project and what the team has to delivered on each week. In the same way, in this phase, the client and the design team are allowed to get feedback, and discuss the progress of the project, and the opportunity to integrate more ideas, looking for the success of the project. The client meeting and project orientation have a total of 4 hours weekly.

Fees and expenses: For a total of \$1,200 per week.

Due date: 12/13/2012

Phase 2.

Research & Discovery: During this phase, the design team is going to study and research about the client timeline history, mission and goals statements, the product that they offer, and their current brand strategy. In the same way in this phase, the design team is going to study the competitors and what the competitors are offering currently to their customers and public in general.

Fees and expenses: For 6 weeks, for a total of \$10,800.

Due date: 11/01/2012

Phase 3.

The Marketing/Design Brief: During this phase the design team is going to create a marketing design brief, on which expose all the information recollect-ed through the researched and analysis conducted. In the same way on this phase the design team is going to expose the current problems and issues that the company is facing regarding to advertising and introduction to the market. Also, in this phase the design team is going to expose the possible solutions to correct and improve those issues, with the creation of a business objectives and brand strategies list.

Fees and expenses: For 6 weeks, for a total of \$10,800.

Due date: 11/01/2012

Phase 4.

Creative Exploration: During this phase, the design team is going to start the brainstorming and sketching the ideas named on the Marketing Design Brief. The brainstorming and sketching are going to determine the best way to analyze the concept propose on the marketing design brief, ensuring the best results and the success of the new proposal.

Fees and expenses: For 3 weeks, for a total of \$4,400.

Due date: 11/29/2012

Phase 5.

Creative Refinement: During this phase, after the creative exploration, the design team is going to present to the client the best and most purposeful idea, to get their approval and move to the final phase.

Fees and expenses: For 2 weeks, for a total of \$4,400.

Due date: 12/06/2012

Phase 6.

Creative Implementation: During this final phase, the design team will take all of the previous ideas and implement them to create a final and polished product to present to the client.

Fees and expenses: For one week, for a total of \$2,200

Due date: 12/13/12