



TESLA
#DRIVECHANGE

OUR ROAD MAP

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THE ABOUT

**TESLA LOOKS, ACTS, AND FEELS DIFFERENT
FROM ANY OTHER MOTOR COMPANY.**

**EACH INNOVATION UNIQUELY CHAMPIONS A
BETTER FUTURE, FOR THE **ENTIRE WORLD.****

**TESLA SELLS THEIR VEHICLES WITH A DIRECT TO
CONSUMER MODEL, ALLOWING THE BUYER TO
COMPLETELY CUSTOMIZE THEIR MODEL.**

**ONLINE. NO CONFLICTS OF INTREST. NO
SALESMAN BULLSH*T.**

**THE TESLA PRICE TAG CONNOTES STATUS AND
LUXURY WITH A SIMULTANEOUS
CONSCIENTIOUSNESS. AN OVERT
THOUGHTFULNESS ATTACHES ITSELF TO EVERY
TESLA BUYER.**

INSIGHT 1

**CEO ELON MUSK ANNOUNCED TESLA'S MOVE TO
AUSTIN, TEXAS EALIER THIS YEAR.**

& EVERYTHING IS BIGGER IN TEXAS.

ESPECIALLY THEIR DEALERSHIP REGULATIONS.

**TEXAS LAW PROHIBITS AUTOMAKERS FROM
SELLING VEHICLES DIRECTLY TO CONSUMERS.**

**TESLA WILL NEED TO SHIP THEIR CARS OUT OF
STATE BEFORE THEY CAN BE DELIVERED BACK TO
TEXAS BUYERS.**

**“TESLA AND OTHER EV MANUFACTURERS HAVE
BEEN FIGHTING IN MANY STATES TO GET
PERMISSION TO SELL DIRECTLY FOR YEARS.”**

**BILLS HAVE BEEN IGNORED, TABLED AND STRUCK
DOWN.**

TESLA EVEN HAS A FEATURE ON THEIR WEBSITE WHERE THEY ENCOURAGE THEIR AUDIENCE TO ENGAGE WITH ELECTED OFFICIALS.

IT GIVES LEGISLATIVE UPDATES BY STATE AND ENCOURAGES CONSUMERS TO ADVOCATE ON TESLA'S BEHALF.

**RELOCATING WITHOUT A DEAL TO SELL
PRODUCT IS COMPLICATED, LABORIOUS, AND,
IT'S "A LITTLE EMBARRASSING."**

INSIGHT 2

TESLAS SECRET WEAPON: A BUILDING BLOCK OF MASCULINITY

"BEAUTIFUL PRODUCT DESIGN AND SUSTAINABLE
BUSINESS MAY BE ONE WAY TO EXPLAIN
TESLA'S SUCCESS. BUT THEY EXIST ON THE
SURFACE OF A DEEPER CONCERN ABOUT WHAT
IT MEANS TO BE A GREAT MAN TODAY."

**ACCORDING TO THE JOURNAL OF CONSUMER
RESEARCH... MEN TEND TO USE CONSUMPTION
PRACTICES TO CONSTRUCT THEMSELVES AS
MASCULINE.**

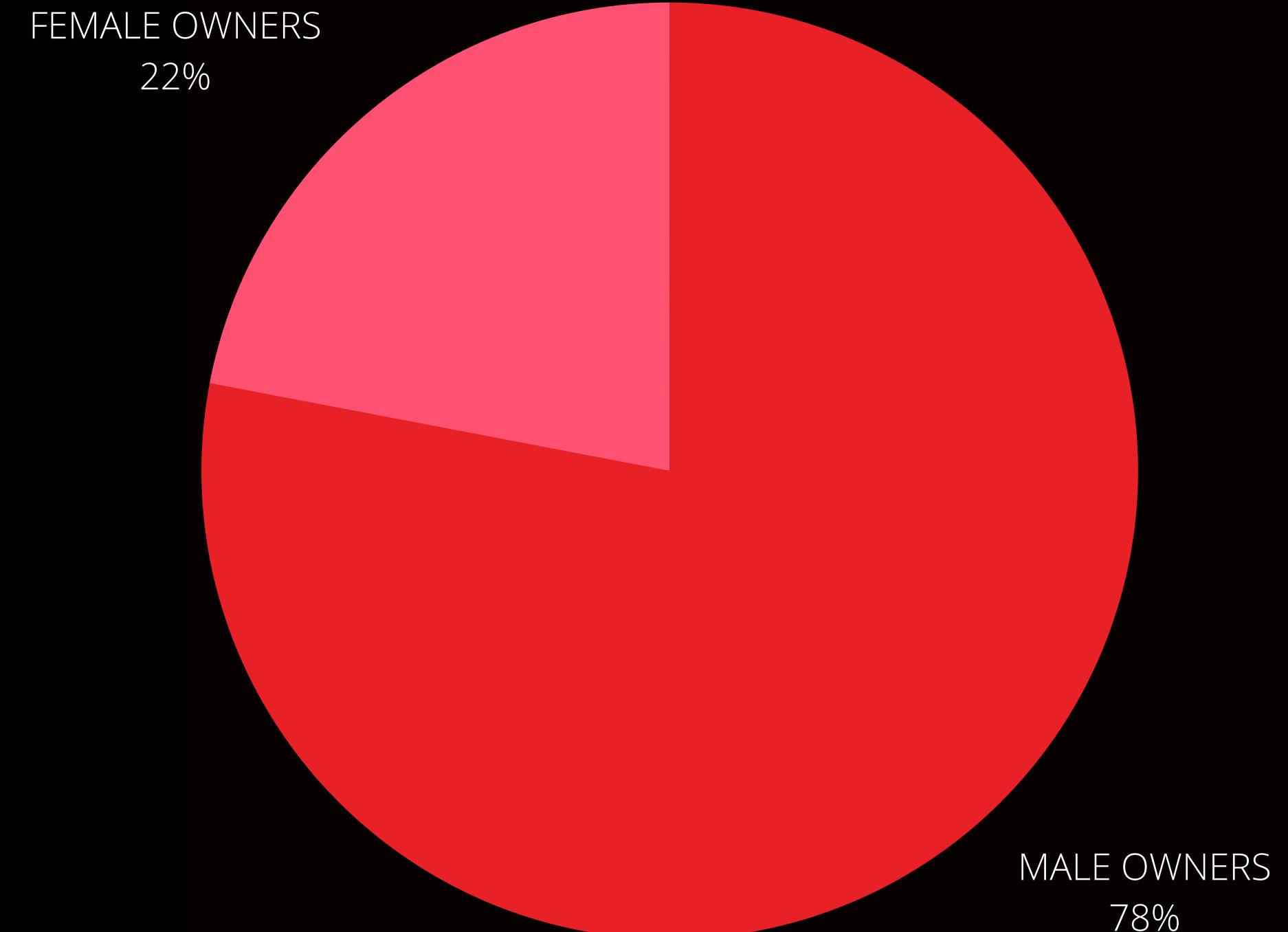
TESLA'S INCLUDED.

**CEO ELON MUSK DOESN'T JUST HAVE LOYAL
DRIVERS. HE HAS LOYAL FANS.**

**HE ACTIVELY ENGAGES WITH HIS CONSUMERS
VIA TWITER. INVITING THEM INTO HIS LIFE,
INVITING THEM TO BE JUST LIKE HIM.**

AFFLUENT, MINDFUL, BOLD. A "MAN OF ACTION."

**THE
NUMBERS
DON'T LIE:
TESLA
IS A
BOYS CLUB.**



*Tesla Model S

**BUT, WHEN RUBBER MEETS THE ROAD, IT'S
WOMEN WHO FUEL THE AUTO INDUSTRY.**

**85 PERCENT OF CAR PURCHASES ARE
INFLUENCED BY WOMEN.**

**& 62 PERCENT OF ALL NEW CARS SOLD IN THE
U.S. ARE BOUGHT BY WOMEN.**

CITE

THE OPPORTUNITY

**WITH PRE-EXISTING INTEREST IN CHANGING
TEXAS LAW,**

WHY SLAM ON THE BREAKS?

**TESLA'S RELOCATION PROVIDES THEM A UNIQUE
OPPORTUNITY: TO BE REMEMBERED ON THE
RIGHT SIDE OF HISTORY.**

& SPEAK TO THE INDUSTRIES DECISION MAKERS.

SPEAK TO WOMEN.

**TEXAS HAS SOME THE MOST RESTRICTIVE
SEXUAL HEALTH LAWS IN THE UNITED STATES.**

**IT'S HOME TO THE MOST RESTRICTIVE ABORTION
LAWS IN THE UNITED STATES.**

**WOMEN'S REPRODUCTIVE RIGHTS ALSO
INCLUDE ACCESS TO CONTRACEPTION, BIRTH
CONTROL, STI TESTS/TREATMENT, UNBIASED
SEXUAL HEALTH EDUCATION**

& SO, MUCH, MORE.

**COUPLING TESLA'S LEGAL INITIATIVES WITH A
PALPABLE CONCERN FOR ACCESSIBLE
HEALTHCARE IS TIMELY AND STRATEGIC.**

**LIKE THE RIGHT TO A SUSTAINABLE FUTURE, THE
RIGHT TO REPRODUCTIVE HEALTHCARE, NEEDS
TO BE **UNIVERSAL**.**

**IT IS IMPERATIVE TO THE BETTER FUTURE TESLA
HOPES TO CREATE.**

TESLA
#DRIVECHANGE

OUR GOAL

**GET WOMEN TO ASSOCIATE WITH TESLA BY
INVITING THEM, AND THEIR SEXUAL HEALTH,
INTO THE CLUB.**

OUR PLAN

**PARTNER WITH TEXAS WOMEN'S HEALTH CARE
PROVIDERS TO CREATE AN EDUCATIONAL
MICROSITE.**

**MEANT TO EDUCATE WOMEN ON THEIR
REPRODUCTIVE RIGHTS.**

- _ SAFE AND LEGAL ABORTIONS**
- _ DECISION MAKING WITHOUT COERCION**
- _ ACCESS TO CONTRACEPTION/BIRTH CONTROL/STI TESTING**
- _ FREEDOM FROM FORCED STERILIZATION OR EARLY MARRIAGE**
- _ PROTECTION FROM GENDER BASED DISCRIMINATION**

**THE MICROSITE WILL ALSO FEATURE HOW-TOS
CONCERNING TEXAS POLICY.**

**WHO, WHEN, AND WHERE TO REACH OUT
TO SUPPORT WOMEN'S REPRODUCTIVE RIGHTS.**

AND, DTC CAR COMPANIES.

**CHAMPIONING FEMALE HEALTHCARE IS AN
OPPORTUNITY TO APPEAL TO THE AUTO
INDUSTRIES PRIMARY BUYER.**

**DISMANTLING TESLA'S 'BOYS CLUB' IS A LONG
TERM INVESTMENT.**

THE SITE WILL BE LINKED VIA QR CODE IN FEMALE FORWARD PLACEMENTS.

WE WANT TO EXUDE DIRECTNESS.

OUR AUDIENCE

**OUR PRIMARY TARGET IS WOMEN LIVING IN
TEXAS.**

ALL WOMEN IN TEXAS.

**NOT JUST THOSE WHO CAN AFFORD TO DRIVE A
TESLA.**

'ALL' IS NON-NEGOTIABLE.

**HEALTHCARE IS ALREADY A GREATER
CHALLANGE FOR LOW-INCOME WOMEN.**

**PLUS, TESLA'S LEGAL BATTLE IN TEXAS COULD
USE ALL THE SUPPORT IT CAN GET.**

DELIVERABLES

THE **#DRIVECHANGE** **MICROSITE**

TESLA

#DRIVECHANGE

TAKE A TOUR





About Tesla and #DRIVECHANGE

Tesla works for a more sustainable future for all human beings. We want to provide safety, health and hope. Upon relocation to Texas, we want our values to be firm: Like the right to a sustainable future, the right to reproductive healthcare, needs to be universal. It is imperative to the better future we hope to create.

#Drivechange, our partnership with women's healthcare providers, is an educational and motivational tool for women to understand their rights.

[READ MORE](#)

Learn More About Current Issues:



Texas
Heartbeat Act

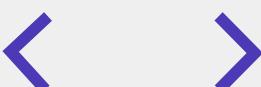


Texas
Franchise Laws



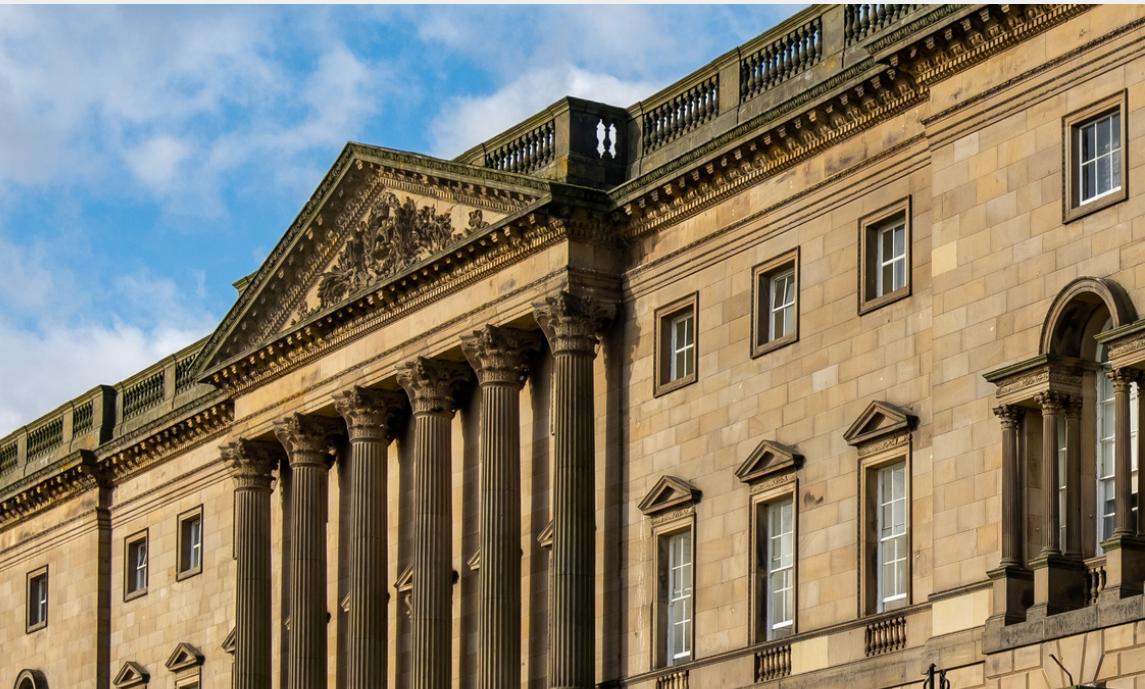
Texas Women's
Healthcare Coalition

How to drive change:



EDUCACTION

This all inclusive page will keep you up to date on all current issues regarding women's reproductive health and provide 'How To" guides on how to make change in your local communities.



VOTING OPPORTUNITYS

Use this page to stay up to date on all upcoming deadlines, major dates , and bills that are integral to combating The Texas Heart Beat Act.



Resources

We will be providing numerous websites and resources regarding all issues concerning your reproductive health in a non gender bias and safe setting.



Contact Information

How to get in touch with us.

PHONE NUMBER

(123) 456-7890

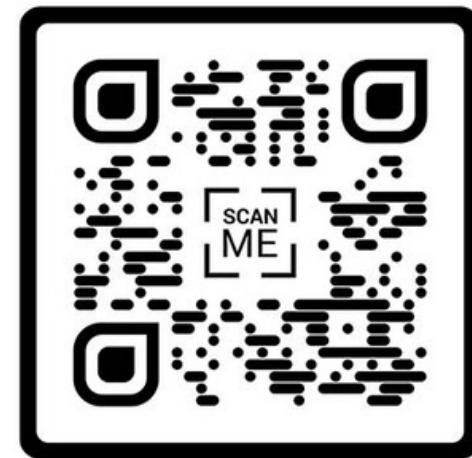
EMAIL ADDRESS

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**THERE IS
NO
PLANET B.**



#DRIVECHANGE
TESLA

**THERE IS
NO
PLANET B.**



#DRIVECHANGE
TESLA

QR CODE WILL LEAD TO MICROSITE.



PLACED IN FEMALE PUBLIC BATHROOMS



& ON FEMALE FOCUSED APPS (PERIOD + FERTILITY TRACKERS)

TESLA. OUR STYLE GUIDE

LOGOTYPE

LOGO VARIATIONS

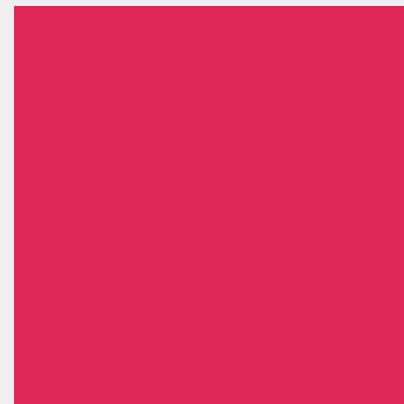
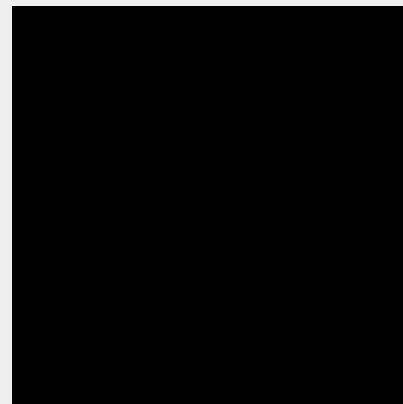


ABOUT OUR BRAND

OUR BRAND'S MISSION STATEMENT

Tesla looks, acts, and feels different from any other motor company. Each innovation uniquely champions a better future, for the entire world. The American company, named in honor of an immigrant-inventor, continues to create new waves of sustainability.

COLOR PALETTE



C=5

M=100

Y=75

K=0

#e82127

C=74

M=67

Y=66

K=85

#000000

C=7

M=97

Y=56

K=0

#df2856

C=5

M=3

Y=3

K=0

#efefef

TYPEFACE

Open Sans Extra Bold

AB

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz 1234567890

Open Sans

AB

ABCDEFGHIJKLMNPQRSTUVWXYZ
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Open Sans Light

AB

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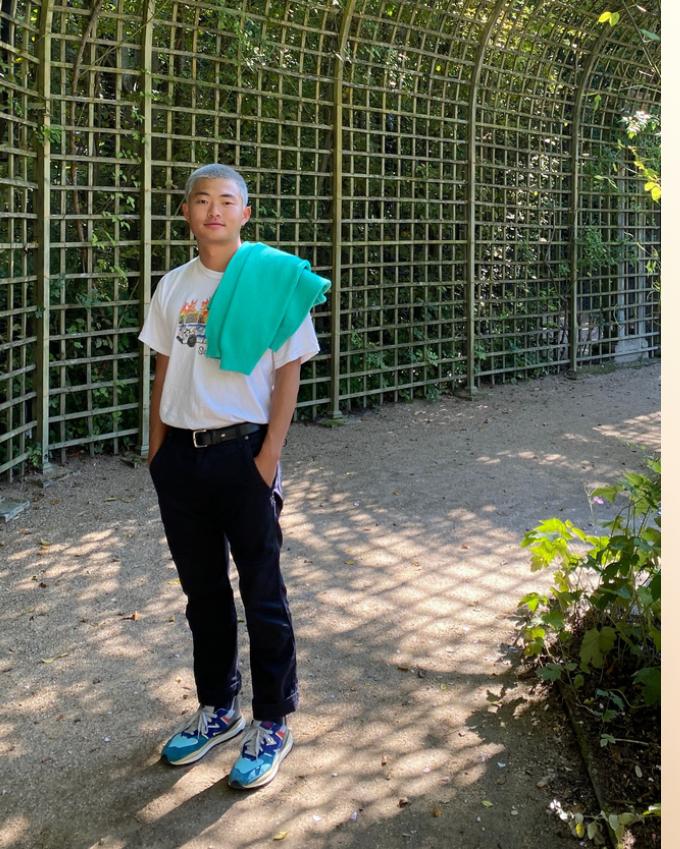
OUR TEAM



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Rodnunsky
Copywriter



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Halverson
Designer



George
Gray
Strategist



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Haley
Media Planner

WORKS CITED /
CONSULTED