



**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 EARLIER 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.**

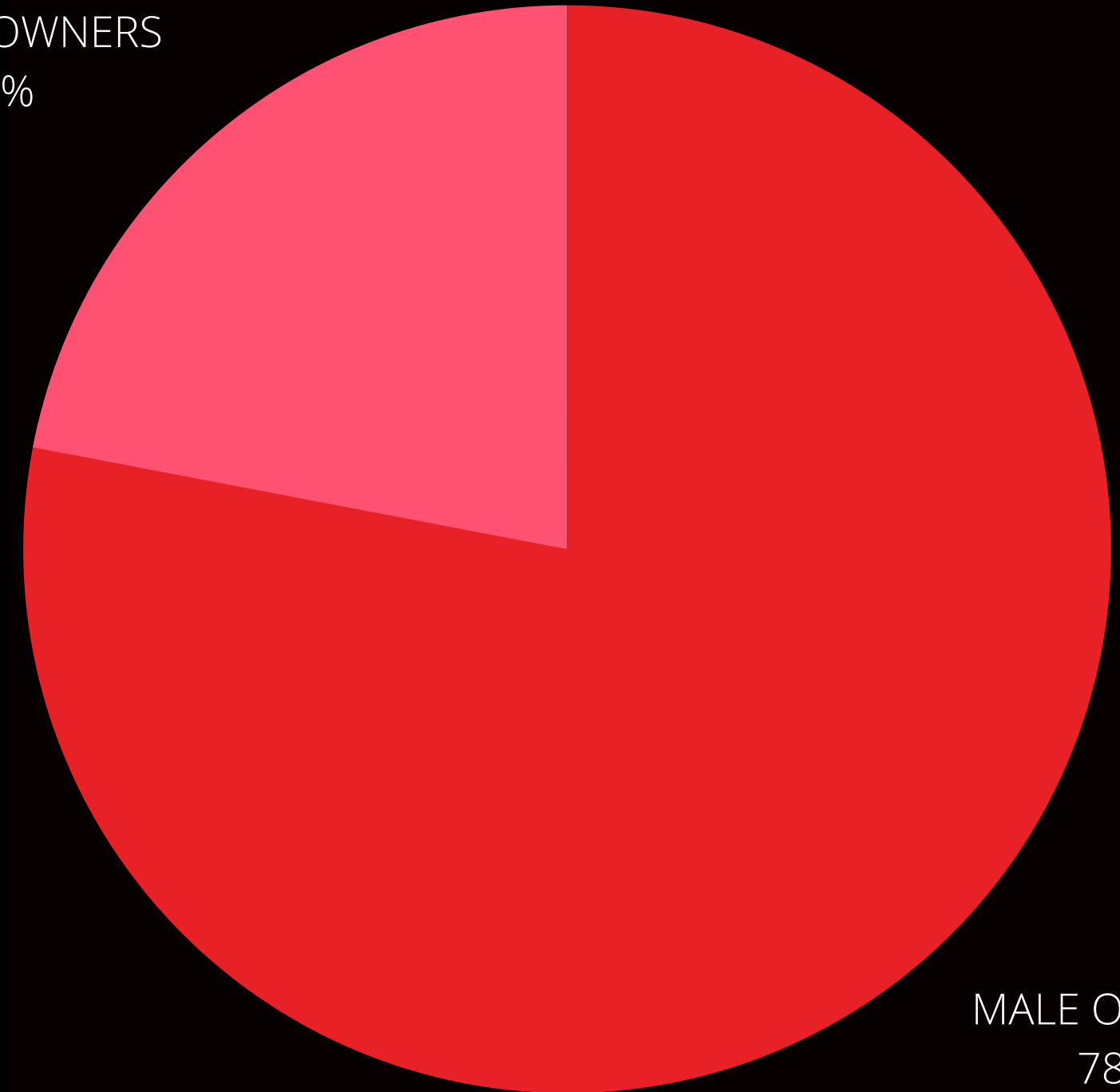
**CEO ELON MUSK DOESN'T JUST HAVE LOYAL  
DRIVERS. HE HAS LOYAL FANS.**

**HE ACTIVELY ENGAGES WITH HIS CONSUMERS  
VIA TWITTER. 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.**

FEMALE OWNERS  
22%



MALE OWNERS  
78%

\*Tesla Model S

**BUT, WHEN RUBBER MEETS THE ROAD, THE 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  
CHALLENGE 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**



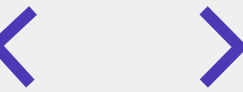
**Texas  
Franchise Laws**



**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

Tesla@Tesla.com

## MAILING ADDRESS

Austin, TX 78725



**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)**

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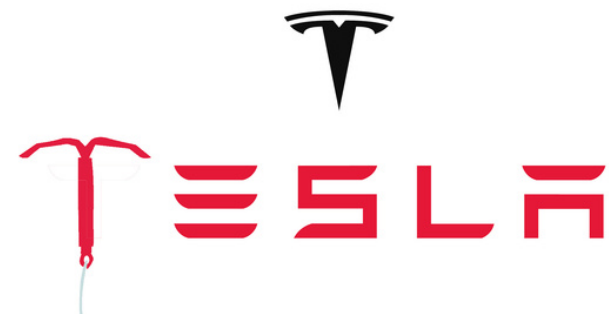
# TESLA. OUR STYLE GUIDE

## LOGOTYPE

LOGO

VARIATIONS

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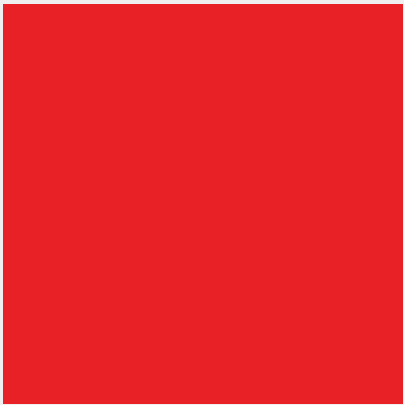


# ABOUT OUR BRAND

## OUR BRAND'S MISSION STATEMENT

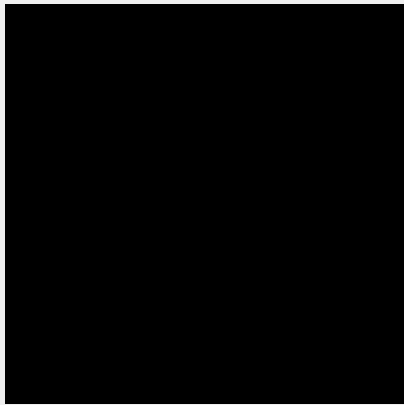
Tesla looks, acts, and feels different from any other motor company. Each innovation uniquely champions a better future, for the entire world. The American company, named in honor of an immigrant-inventor, continues to create new waves of sustainability.

# COLOR PALETTE



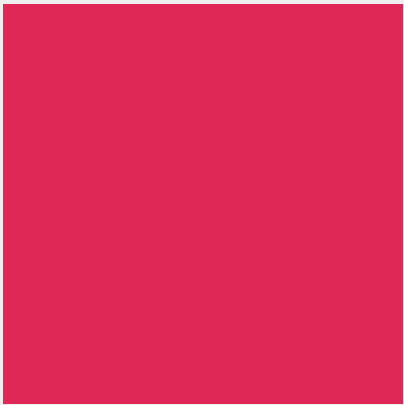
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K=0

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Y=56  
K=0

#df2856

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M=3  
Y=3  
K=0

#efefef

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# TYPEFACE

**Open Sans Extra Bold**

**AB**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

Open Sans

AB

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Open Sans Light

AB

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567789



# OUR TEAM



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Joseph  
Halverson  
Designer



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Gray  
Strategist



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Media Planner

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