

marketing through media coverage and press test rides, and word-of-mouth marketing through customer experience referral program.

Tesla does not invest any finance in advertisements. “Advertising is earned, not bought. Do something unique; the media will be lining up at your doorstep,” said Tesla CEO Elon Musk. Hence, Tesla believes that the only way to gain media attention is to create something genuinely noteworthy (Tesla innovative products).

In the Model 3 case, Tesla used the live event to launch information about social media and referral programs, which generates word-of-mouth and public relations. Tesla uses both direct and indirect marketing. Direct marketing is the personal selling at the showrooms, and indirect marketing is the media coverage such as social media, public relations, and word-of-mouth of customer experience. To be specific, Tesla uses indirect marketing to showcase their products/services, and even their brand identity without being locked at as promotional. (Gurău, 2008).



Figure 1. Part 1 event launch of Tesla Model 3

In Tesla's case, in March 2016, Tesla made an initial presentation of model 3 through a live event and unveiled it with a price starting at **\$35,000**, first deliveries beginning late 2017. Within three days after the launch, more than 250,000 customers registered for model 3 (Reed,2020). Word-of-mouth and free media coverage were sufficient in driving demand for Tesla. Hence Tesla did not need paid ads to make profits (Bhasin, 2019). Therefore, the number of registrations of model 3 implies around \$14 billion in future sales. Hence, during the live event of the launch of model 3, the goal of marketing communication was successful as the registered numbers determined the message transmitted clearly between CEO Elon Musk (sender) and the audience (receivers).

of-mouth. It was getting consumers themselves to become brand ambassadors (GoodRebels, 2016). Brand loyalty is created through emotional connections. Tesla has not invented a vehicle; it has designed a product that makes its owners feel they are making progress. They are their customers' best digital speakers who love their brand. They have managed to create content that makes an impact (Ross, 2021). Moreover, it puts itself in its consumers' shoes, thinking about the entire customer journey and experience (Morgan, 2019). The owners of its products have realized that it is a brand primarily focused on the customer experience, which is Tesla's differentiating value (Light, 2020).

Finally, Tesla's success can be summed up in five ideas. 1. Building a solid brand based on consumer experience and trust. 2. The transparency and honesty of the brand and its CEO. 3. Being pioneers in terms of their digital marketing strategy. 4. The total confidence of its co-founder. 5. The clear message that Tesla transmits of innovation, technology, and transgression, making many people want to carry its products as a sign of identity (Hanley, 2017).

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