MARKETING PLATFORM TOOL

Using empathic marketing to help shift prospective customers' emotional barriers into selling points.

Desired attitude shifts = platforms for engagement ideas (Using Tesla as an example).

Win The Competitive Comparison	Barrier	FROM	TO
	Functional	Tesla has limited range.	Tesla is the top all-round performer in its field.
	Functional	Tesla is not as stylish as other brands.	Tesla is the most admired brand in its field.
	Emotional	Any e-automobile can help me feel I am acting responsibly and sustainably.	Tesla is the best choice for responsibly caring for the planet and its resources.
	Emotional	I am really captivated by the Porsche Taycan brand.	I feel my best choice is Tesla, the brand leader in its field; all others are followers.

Example of Key Marketing Platforms (Tesla)

For style leaders (the selected target audience in the e-automobile market)

- ✓ Tesla lets you access the world's leading brand in a stylish and highly socially acceptable presentation.

- ✓ Porsche may be fashionable, but Tesla is the only brand that demonstrates that you are stylish, responsive to social trends and sensitive to the social needs of your group.

- ✓ Tesla style is the result of deep research, careful design, attention to detail, adherence to the highest quality standards, and an understanding of the latest social trend drivers. Mere speed and acceleration can not compete.

- ✓ Tesla delivers a smooth, subtle enjoyable modern driving experience from the best e-technology with the expertise that only Tesla engineering can bring.

Developing Marketing Platforms (General)

FROM CURRENT ATTITUDE	TO DESIRED ATTITUDE
(Brand) is tired and boring.	(Brand) latest update is innovative and exciting.
I don't know what (Brand) offers and it's inconsistent.	(Brand) understands me and consistently meets my needs.
(Brand) is not relevant.	(Brand) is up-to-date and cutting edge.
There is no new news.	(Brand) is exciting again.
I don't understand the difference or superiority of (Brand) and (Competition).	(Brand) is the best choice for me because it enables me to reflect my smart style.