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Poster – Brand Extension

SMART HOME

ENERGY SYSTEM FOR TELSΛ

ABOUT THE COMPANY

- Global leader in electric vehicles and clean energy innovation
- Mission: Accelerate the world's transition to sustainable energy
- Strong brand equity built on innovation and sustainability
- Existing energy products include Powerwall and Solar Roof



Brand Extension

Tesla Home Energy Hub

- An integrated smart home energy system that:
 - Connects solar panels, battery storage and EV charging
 - Uses AI to optimise electricity consumption
 - Allows real-time monitoring through a mobile app
 - Enables energy independence and grid interaction
 - Creates a fully connected clean energy lifestyle within one unified Tesla ecosystem.



Sustainability Alignment

The extension supports:

- Clean energy transition
- Carbon emission reduction
- Energy efficiency optimisation

Aligned with global sustainability goals

Conclusion

Tesla's Smart Home Energy Ecosystem is a strategically aligned brand.

- Strengthens brand positioning
 - Expands revenue streams
 - Supports sustainability goals
 - Meets growing smart energy market demand
- Enhances Tesla's ecosystem strategy and long term competitive advantage.



Why This Extension Fits the Market

Global smart home market is rapidly growing due to:

- Rising energy costs
- Climate change awareness
- Government sustainability regulations
- Increasing demand for renewable energy

Target Audience

- Existing Tesla vehicle owners
- High-income homeowners
- Environmentally conscious professionals

Who is this for:

For Customers:

- Lower long-term energy costs
- Smart energy management
- Environmental responsibility
- Premium technological lifestyle

For Investors:

- Increased customer lifetime value
- Stronger ecosystem lock-in
- Long-term revenue growth



Reference



- Tesla (2023) Impact report 2023. Austin, TX: Tesla, Inc
- Kotler, P., Keller, K.L. and Chernev, A. (2024) Marketing management. 16th edn. Harlow: Pearson.

- International Energy Agency (2023). World Energy Outlook 2023 . [online] IEA. Available at: <https://www.iea.org/reports/world-energy-outlook-2023>.