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## **TESLA MOTORS: DIGITAL VS TRADITIONAL MARKETING**

There are two super successful companies that have managed to draw attention to their products without using traditional marketing tools. People all over the world are becoming the fans of one of them – Tesla Motors, despite the fact that there is no advertising of their products on television, on the streets or in the press.

The company creates unique products that are popular with the public. It has found a way to promote products, avoiding the high costs of traditional advertising.

Tesla Motors succeeded in becoming, perhaps, the most frequently mentioned car manufacturer in the media. Its main product – electric car Tesla Model S – has become so popular and revolutionary that the company does not even advertise it. Moreover, it does not perform luxury press screenings, is not engaged in stimulating activity of dealers and does not order big budget commercials on TV. That is not doing anything out of what other car manufacturers consider as a matter of course. Nevertheless, this has not prevented the electric sedan to become the bestselling car in Norway (Model S sales have bypassed even Volkswagen Golf) and the most fashionable car in Silicon Valley.

The leading maker of electric sports cars Tesla holds a staff of seven employees responsible for the advertising support of its cars. They have used an innovative approach. The company has a special constructor that allows users to order a car with its own design and configuration directly without the involvement of dealers. Tesla has created 35 showrooms across the US that exist not for sales, but mainly to idlers, who come, take photos on a background of the most fashionable cars, and then put the pictures in social networks.

Even more publicity for Tesla is being made by journalists. They explore the car, study it, and then criticize. The founder of Tesla Elon Musk gives comments on the unfriendly reviews in major media of America. In his comments, he usually does not mince words, and his every tweet in this occasion becomes the cause of a scandal. Actually, Musk has become an incredibly popular figure in the world press. Like Steve Jobs, he draws attention to its products by his own persona.

To this day, Tesla adheres to its main rule in marketing: no advertising. Thus, the company producing electric cars has become one of the first successful companies in the world that has achieved success without booking television commercials and placing them on TV. This company does not pay journalists for hidden advertising, does not hang outdoor advertising or buy advertising layouts in the media. They have found more effective ways of promotion.