



Task

EVgo, the #2 electric vehicle charging solution in the US, is launching in the UK and is aiming to get 10% of market share within the first year.

Challenge

The UK EV charging market is a crowded field, which includes well-funded players that have a head start in distribution.

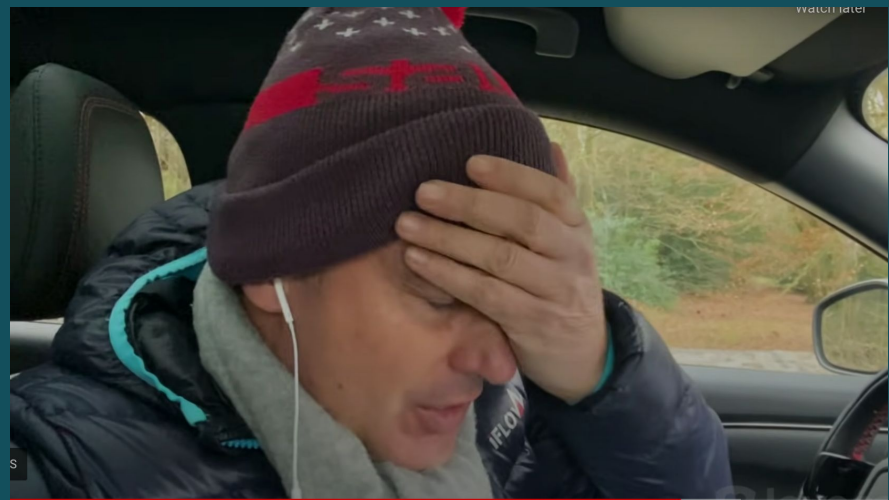
EVgo - Approach

I found YouTube to be a valuable resource, as there was a deep pool of videos from EV driving vloggers eager to help people navigate the market.

In these videos, the same theme kept appearing: drivers were really excited to adopt EV technology, but were so frustrated by the infrastructure that they were driven to tears!

Between charging point availability, charger compatibility, subscription hassles, payment issues, poor customer service, and other problems - there were a lot of confusing and bad experiences for the consumer to navigate.

The customer pain was very clear, and I could find the whitespace for positioning EVgo in the otherwise crowded market.



EVgo - Strategy

Insight

Worrying about charging cars gets in the way of living life.

Single-Minded Proposition

Charging your EV doesn't have to be complicated anymore. Recharge, resume.

Creative Idea

Easy come, EVgo



EVgo - Comms Plan

	Pillar 1	Pillar 2
Barrier	Standing out in a crowded market	Gaining the trust of EV drivers
Comms Task	Reach EV owners and establish EVgo as the simplest option	Make EVgo <i>the</i> option that EV drivers recommend to each other.
Channel	<p>Radio ads During prime commute timings, so that drivers are already thinking about driving and related things. Also we can reach future EV owners.</p> <p>Social media ads Targeted to those who have subscribed to other EV charging plans.</p>	<p>Social media influencers They can share testimonials from real life experiences, and could provide discount codes to their audience.</p>