

# *EV DRIVERS SURVEY*

*Sponsorship Offer to  
Expose Your Brand to  
Electric Car Owners  
Across Europe*



# *Brief Description of our Electric Cars Consumer Research*

*Since 2018 we surveyed electric car owners to provide the insights and prediction of trends of the new mobility to industry value chain players*

✓ *Survey Sample of 5.000 Total Electric Car Owners*

✓ *Covered Markets in Central Europe (Germany, Switzerland, Austria) and South Europe (Spain, Italy, Portugal, France)*

✓ *Value Chain Segmentation to survey consumers regarding their behaviours and opinions about Car Brands, Energy Networks, Chargers Makers, Insurance Providers*

## Why Support this Electric Car Owners Survey?

*Early adopters are the key influencers to new consumers and giving them the chance to test your product will build up a strong reputation of your brand*

# 76%

*of EV owners wants to  
install PV energy at home*

- ✓ *Reduce Barriers of New Product Adoption*
- ✓ *Engagement & Activation with Potential Customers*
- ✓ *Quick Feedback from Early Adopters*

	SPONSOR	PARTNER
<i>Sample Product Gift to respondents according to product availability, to generate ambassadors among early adopters consumers</i>	✓	✓
<i>Brand Awareness with <u>consumers</u> through engagement campaign in EV drivers communities and target media</i>	✓	✓
<i>Brand Awareness with <u>stakeholders</u> through preface &amp; logo included in downloadable reports of the survey</i>	✓	
<i>Survey Report on PV new residential buyers including +100 pages analysis, +30 charts &amp; dataset</i>	✓	
<i>Customers Leads activation to generate quality sales opportunities through your online strategies</i>	✓	

**TOTAL BUDGET**

**9.000 €**

**3.000 €**

*not included taxes or the cost of gifts to respondents*

# Product Gifts

*Give to EV drivers an emotional experience with your brand and reduce adoption barriers<sup>(1)</sup> for residential market:*

- ✓ *55% of howe owners said cost was the main reason they did not have solar panels*
- ✓ *18% said the aesthetics of solar panels would put them off*
- ✓ *16% said unavailability of solar panels in their area was a barrier*
- ✓ *7% chose mention the functionality issue (i.e. I don't think they work)"*

(1) according to 629 people survey by YES Energy Solutions in the United Kingdom:  
<https://www.yesenergysolutions.co.uk/advice/main-barriers-solar-pv>





# Brand Awareness with Consumers

Consumers are more drawn to brands that value and inspire them and less attracted purely on the utility of their products<sup>(2)</sup>. Your growth can take place through communities and target media:

- ✓ Create evergreen relationships with target consumers to encourage repeat purchase
- ✓ Authenticity in your brand that helps it resonate with your audience
- ✓ Establish differentiation among competitors

(2) Momentum Worldwide Proprietary Research conducted a study in 2012, and again in 2019: <https://aspire.io/blog/importance-of-brand-community-in-2020-and-beyond/>



# Brand Awareness with Stakeholders

*Include in our industry reports and its distribution channels a prologue with your logo. All this can succeed in engaging stakeholders, benefiting both your organisation and the people you impact on:*

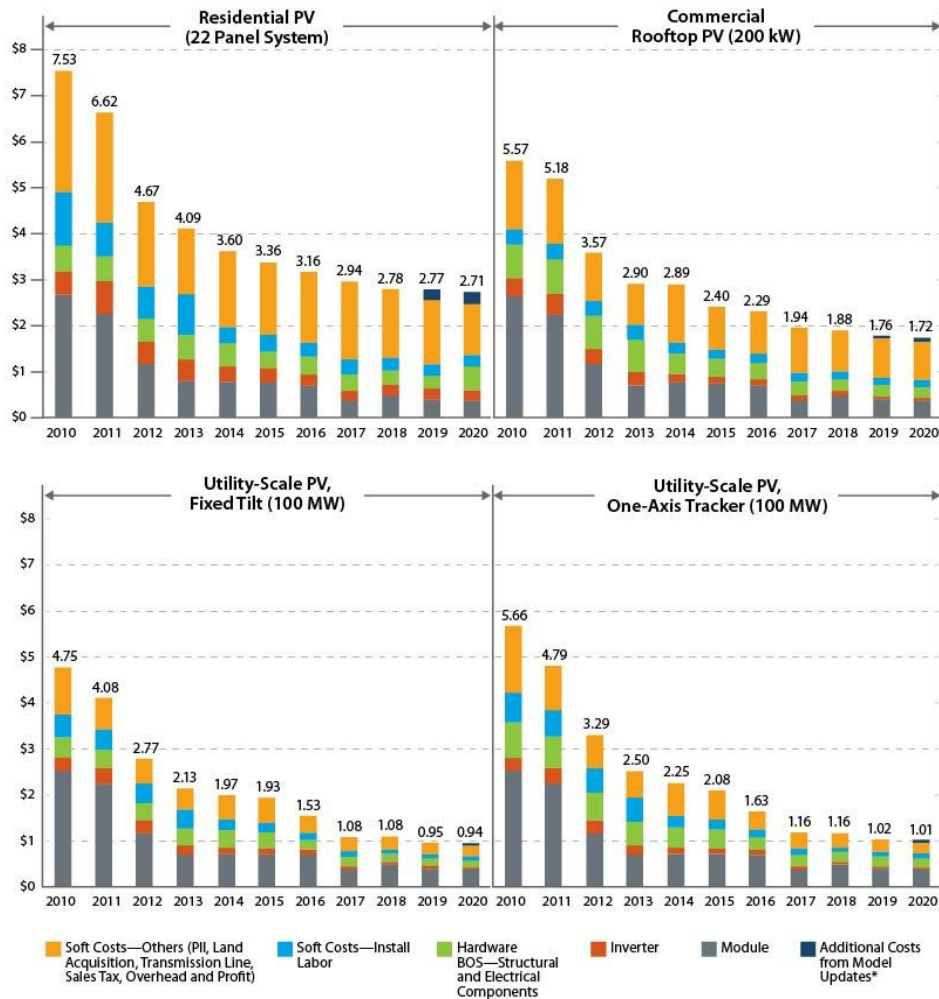
- ✓ *Create mutually beneficial relationships, building on existing or fostering new ones*
- ✓ *Influence target groups and turning them into supporters to reach your business goals*
- ✓ *Valuable source of information for your organisation*



# Survey Report on Residential Photovoltaics new buyers

Staying up-to-date on market developments and new solutions in line with consumer needs to offer an even more unique experience is today's must have:

- ✓ Window into brand and products performance
- ✓ Optimize your company strategy based on brand and products insight to increase demand
- ✓ Brand search analysis
- ✓ Competition control

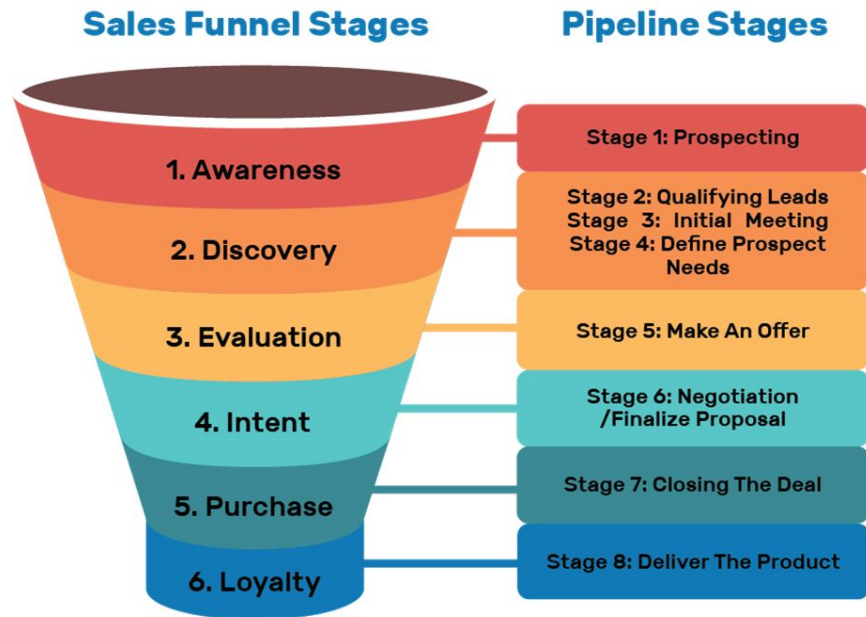




# Customers Leads activation

*We help to feed your sales efforts with +5K target qualify leads in EU markets (page 2):*

- ✓ *Quality leads*
- ✓ *Boost your online sales*
- ✓ *Referral program*
- ✓ *Demographics segmentation*



# Media footprint

The EV Drivers Survey project had generated +90 impacts in B2B & B2C media outlets and social networks:

2018

EL PAÍS (Newspaper)

Radio Televisión Española

2019

Europa Press (News Agency)

Motor (Industry Media)

2020

EV Wind (Industry Media)

Híbridos y Eléctricos (Consumer Media)

**Híbridos y Eléctricos**  
17 de junio de 2021 · 🌐

Gracias a todos los que participasteis en la III Encuesta Nacional de Conductores de Coche Eléctrico:

<https://hibridosyelectricos.com/.../20210115191954041663...>

Jesús Manuel Machín Ortiz (Madrid), conductor de un **#NissanLeaf**, ha sido el ganador del sorteo de un kit fotovoltaico de **#autoconsumo**.



La Encuesta Nacional de Conductores de Coche Eléctrico nos avisa de los superar por la industria

A la consulta

La consultora All Media Consulting ha presentado los resultados de una encuesta que busca conocer las tendencias y las preocupaciones de los clientes respecto al coche eléctrico y las redes de recarga. Un estudio que nos permite conocer intenciones que deban enfrentarse la industria para convertirse en una alternativa real en sus



PARTICIPA EN EL SORTEO DE UN KIT SOLAR DE AUTOCONSUMO

## Participa en la III Encuesta Nacional de Conductores de Coche Eléctrico y gana un kit solar de autoconsumo

Participa en la III Encuesta Nacional de Conductores de Coche Eléctrico y entra en el sorteo de un kit solar de autoconsumo valorado en más de 800 euros.

REDACCIÓN 20 ENERO 2021 - 17:59 H.

Por tercer año consecutivo, All Media Consulting lanza la **Encuesta Nacional de Conductores de Coche Eléctrico** con el objetivo de conocer la situación real de la movilidad eléctrica en España por parte de los mismos conductores. En concreto, aquellos propietarios particulares de vehículos eléctricos, pues en esta encuesta no incluye las flotas o los vehículos eléctricos de empresas.



**movilidadeléctrica.com**

Los resultados de la III Encuesta Nacional de Conductores de Coche Eléctrico muestran ciertos cambios en la percepción por los coches eléctricos y su entorno.

El mayor disenso continúa centrándose en infraestructuras, precio de adquisición y autonomía. Además, en general, las redes de carga no tienen buena valoración. Y, entre los conductores de VE, las marcas bajan en importancia frente a la reducción de las emisiones.

All Media Consulting ha realizado una Encuesta Nacional entre 1.500 conductores de vehículos eléctricos puros, matriculados en España. Los conductores procedían de todas las comunidades autónomas. La participación, que fue online, supone el **8% de los usuarios** de vehículos eléctricos puros. Se hicieron más de 100 preguntas y el 61% contestó desde el móvil, el 38% desde un ordenador y el 1% desde una tablet. El tiempo medio empleado para completar la encuesta fue de 32 minutos.

*For more details contact our team:  
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