

Yancheng (Eric) Zhang  
yzha7774 | 520100756

Communication Campaign Plan  
MECO6935, 2023 S2, University of Sydney

# AusAware Campaign Planbook

NOV 2023

Meco Agency | M for BYD Australia

How to enhance BYD's  
brand awareness and brand image  
within the Australian market  
during its initial entry stage?





# Contents

## Foreword

Planbook highlights	3
---------------------	---

## Situation Analysis

PEST analysis	5
Competitive analysis	6
Campaign topic	8

## Primary Research

Methodological triangulation	10
------------------------------	----

## Planning

Target audience	14
Goal and objectives	15
Strategic approach	16

## Tactics

<b>Featured tactics</b>	18
#BringYourDesign	18
#BrightenYouthfulDreams	19
#BroadcastYourDelights	20
#BrandingYieldsDistinction	20
<b>Supplemental tactics</b>	21
Timeline	22
Budget overview	23

## Assessment

Significance and opportunities	25
Evaluation methods	25

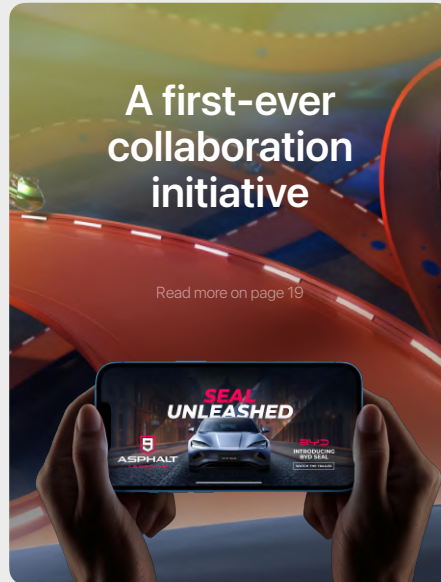
## Appendix

Reflection	27
References	29
Presentation video	31
Acknowledgement	32

# Foreword

Build Your Dreams (BYD), a Chinese brand backed by Warren Buffett as one of its investors, made a remarkable entry into the Australian market in 2022.

Now, as the brand is in its initial and critical growth phase in Australia, enhancing its brand awareness and establishing a positive brand image among Australians is crucial. Meco Agency has partnered with BYD Australia to explore the path to success for BYD in Australia.



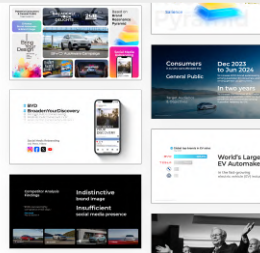
## Triangulation content analysis methodology

Meco Agency conducted first-hand content analysis using the triangulation method that combined media press, social media discussion and customer feedback within the past year. This approach helped to develop a comprehensive and solid understanding of how BYD was considered by the public.

Read more on page 10

Integrated presentation aligned with report content

See page 31

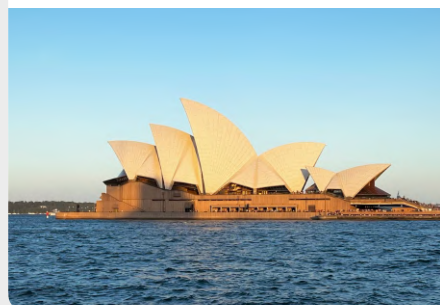


Together,  
we can make a  
BYDifference.

Meco Agency X BYD Australia

## Cultural resonance in Australian market

This planbook focuses on how the campaign strategies are tailored to resonate culturally within the Australian context.



Blending  
short-term impact  
with long-term vision

# Situation Analysis





# PEST analysis

For a better understanding of BYD's current situation, we employed the PEST model to analyze the factors and circumstances that have impacts on BYD's journey to Australia.

## Political

Like most countries, the Australian government has also introduced several subsidy policies for electric vehicles (EVs) in recent years. Although the rebate and tax relief strategies vary across different state governments, research and market data indicate that these incentives have significantly propelled the development of EVs in Australia (The NRMA, 2023; NSW Government, n.d.; Gong et al., 2020). Aided by government incentives and other factors, BYD surged to become the second best-selling brand in Australia's electric vehicle (EV) category within just one year of entering the Australian market (Thai, 2023).

## Economic

The EV industry has witnessed rapid growth in the past decade, capturing a 16% market share in 2023, with a significant leap from a mere 0.6% in 2015 (Virta, 2023). In a market environment where EVs are increasingly invading the traditional car market, BYD has emerged as a leading force in the global expansion of the EV industry (Pontes, 2023).

## Social

Despite the international prominence and the position as the second-largest EV brand in Australia, BYD cars are still relatively rare to be seen on Australian roads. For every thousand cars whizzing by, only one is labeled with a BYD badge, which is beaten by the fact that one in every hundred is proudly with a Tesla logo (Statista, 2023b). It is evident that BYD still has a

considerable gap to bridge when compared to Tesla, which commands over two-thirds of the Australian electric vehicle market (Thai, 2023). Moreover, within the remaining tight market, BYD's sales do not significantly exceed those of other competing brands.

In addition to sales figures, low brand awareness is another challenge that BYD is now facing in Australia. Brand awareness plays a significant role in influencing consumers' choice of cars, and it serves as a foundation for the increasing presence of BYD cars running on Australian roads (Macdonald & Sharp, 2000). But in the realm of passenger electric vehicles, Tesla takes an undisputed monopoly on consumers' minds. Among the consumers with an interest in purchasing EVs, nearly 70% express a preference for Tesla, while very few have even heard of BYD (Electric Vehicle Council, 2020; Roy Morgan, 2023). Bridging this awareness gap will significantly contribute to BYD's success in the Australian market.

## Technological

Many EV brands in the market use technological innovation as their selling point, such as Tesla's autopilot, Volvo's car body strength, and Hyundai's highly user-friendly infotainment systems. BYD's achievements in this aspect are also praiseworthy. Unlike most other EV manufacturers, it has independently developed the Blade Battery, which offers improved safety, longer range, and quicker recharging capabilities compared to traditional Lithium batteries (BYD Auto, n.d.). However, in this era of rapid technological upgrades in EVs, it seems that most consumers and the general public are unaware of the technologies mastered by BYD, reflecting a shortfall in its marketing.



## 2nd in AU

BYD topped the 2nd place of the best-selling EVs in AU within just one year.



## Growing

The EV industry has been growing rapidly these years.



## 70%

More than two-thirds of potential EV buyers in AU preferred Tesla.

# Competitive analysis

Conducting a multi-dimensional comparison between BYD and other top-selling EV brands in Australia helps to find out its competitive features and cruxes to address.

## Tesla

Tesla, known for its innovative and high-performance EVs, is the best-selling EV brand in Australia. It leverages Elon Musk’s influence and a minimalistic marketing strategy to build a premium and pioneer brand image.

## Hyundai

Hyundai offers a range of affordable models with its reliable brand image, using a customer-centric marketing approach and a strong dealer network to maintain a competitive position in Australia.






## Polestar

Polestar is recognized for its stylish design and sustainable public image. This Volvo’s sub-brand focuses on digital marketing and out-of-home advertising that appeals to a combination of a niche, eco-conscious demographic and the general public.

## MG

MG, a historic British brand originating in the UK, has been actively embracing the transition to new energy in recent years. It’s now known for its budget-friendly and practical EVs, and is growing in popularity in Australia with a family-oriented marketing approach and aggressive pricing.

Data source: Which Car? (Law, 2023)

	 TESLA	 HYUNDAI	 Polestar	 MG	 BYD
	Tesla	Hyundai	Polestar	MG	BYD
AU EV sales ranking	1	4	5	3	2
Brand image	Innovative Premium Leader Pioneer	Established Reliable Progressive	Stylish Sustainable Modern Safe	Budget-friendly Practical	Emerging Chinese brand Value-oriented
Unique selling points	Advanced autopilot High-performance EVs Aesthetic design	Affordable Quality Wide range of models	Scandinavian design Eco-friendly Performance-oriented	Cost-effective Family-oriented models	Blade Battery tech Competitive pricing
Marketing approach	Minimalistic Word-of-mouth Elon Musk’s influence	Customer-centric Diverse advertising Strong dealer network	Digital-focused Sustainability-driven Niche targeting	Mass market appeal Family-driven tones	Community engagement Lifestyle Integration Strategic partnerships Data-driven marketing



## Key findings

Despite BYD has advanced technologies and competitive pricing, it lacks a distinctive brand image and enough presence on social media.



### Advanced technologies

BYD's development of the Blade Battery showcases its commitment to technological innovation. Unlike other EV manufacturers, BYD's in-house technology, especially in battery development, positions it as a leader in EV technology.



### Competitive pricing

BYD's pricing strategy makes its EVs more accessible compared to premium-priced competitors like Polestar. This competitive edge could attract a broader consumer base, particularly price-sensitive customers.



### Indistinctive brand image

Despite its technological strengths, BYD's brand isn't as distinct or recognizable as its major competitors. BYD needs to create a stronger, unique brand identity to stand out in the Australian market.



### Limited social media presence

BYD's social media footprint is relatively small compared to its competitors, who actively engage with consumers and have a large number of followers on multiple online platforms.



### Potential challenges from gas cars

While BYD's main competitors in Australia are those top-selling EV brands, traditional automakers still occupy the majority of the Australian auto market. Attracting the attention of potential buyers from gasoline vehicles to electric vehicles also presents a challenge.

Left: Australia's best selling EV brands

Data source: Which Car? (Law, 2023)

Image source: Official website of each brand

# Campaign topic

As BYD is currently in the initial stages of entering the Australian market with few communication activities, lifting its brand awareness is of great importance for sustainable development. Not only will it potentially have a snowball effect on sales, but it will also shape the brand image among consumers, subsequently impacting sales and BYD's overseas brand development.

## AusAware Campaign topic

What marketing and communication strategies can be effectively employed to enhance BYD's brand awareness and reputation within the Australian market during its initial entry stage?

Meco  
Agency | A

BYD  
AusAware  
Campaign  
2023





# Primary Research





# Methodological triangulation

As this campaign takes a comprehensive approach to assess, increase, and enhance BYD’s brand awareness and image in the Australian market, employing content analysis to understand public perception and recognition levels of BYD helps to facilitate more precise strategic planning for this campaign.

## Content analysis

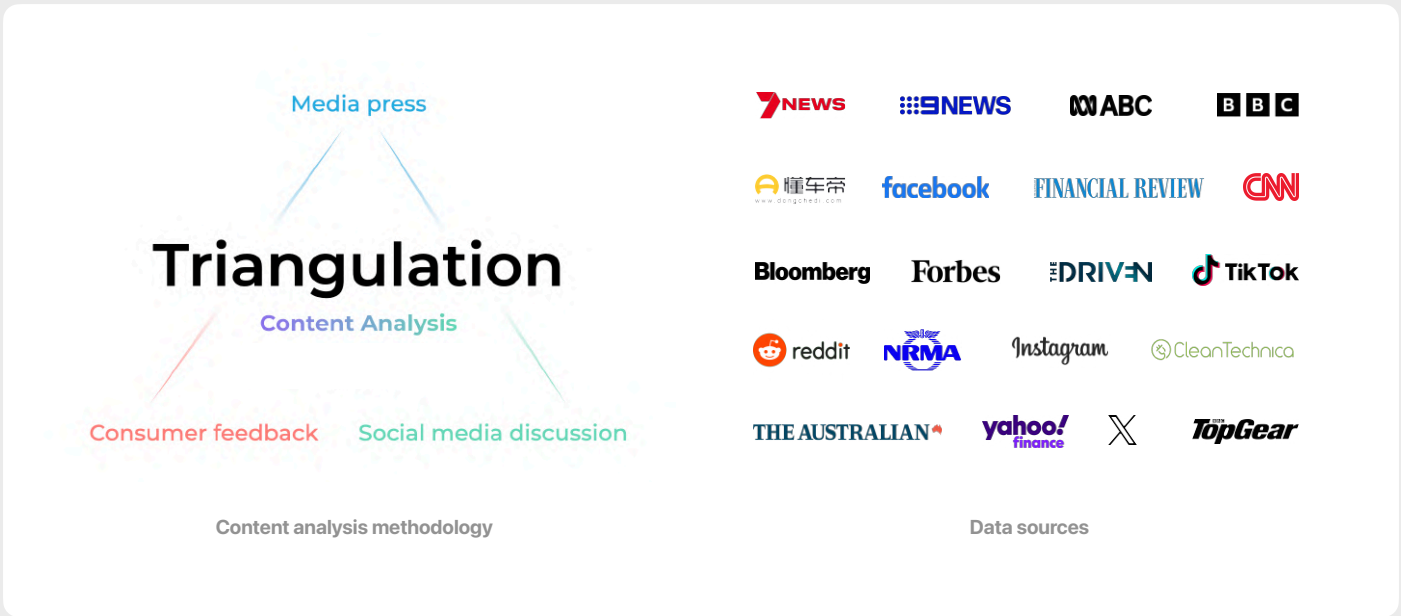
We conducted the content analysis by analyzing sentiment and textual information from media press, social media discussion, and consumer feedback from November 2023 to November 2024. This triangulation method can help to develop a comprehensive and solid understanding of how BYD is considered by the public, including its potential target audience,

across various segments (Patton, 1999; Krippendorff, 2018).

By examining news articles and social media posts, we can understand how BYD is depicted by the media and perceived by the public. Meanwhile, evaluating the feedback from BYD owners serves as a key entry point for identifying potential gaps in BYD’s branding efforts its unique selling points in marketing.

Thus, we randomly selected a total of 240 articles, posts, and related comments in an average of 20 data points per month over the past year from multiple online platforms. We also adjusted the weighting for different months based on the distribution of key events related to BYD, such as new vehicle launches. This multi-platform data collection method can largely avoid the biases brought about by the differences in user groups across various platforms, allowing the analysis results to be more comprehensive.

## Data matrix





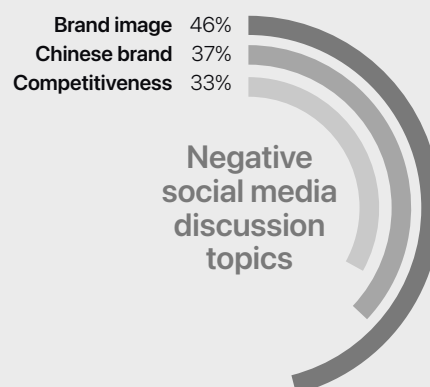
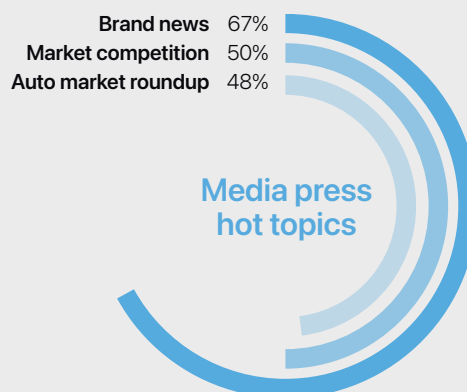
## Results

The content analysis of consumer feedback on BYD vehicles highlighted several key points. Regarding the pros, a significant majority mentioned a positive driving experience (67%), and around 58% praised the comfort of the ride. However, regarding the cons, around 28% of selected consumers expressed dissatisfaction with BYD vehicle's infotainment system.

The most common topics of BYD's media coverage were its brand news (67%) and its market competition (50%). These news generally portrayed BYD positively, with 80% of articles in which value judgments could be discerned demonstrating affirmative attitudes towards this brand overall. Specifically, these positive articles often highlighted BYD's competitive pricing (27%) and advanced technology (37%). However, BYD's low brand awareness was revealed to be a problem, as indicated by negative sentiments in some of the coverage. Additionally, there's a notable 75% of articles referenced BYD's Chinese origins, suggesting a potential challenge for BYD in establishing a global brand identity.

Social media discussions about BYD showed a balanced view. On the positive side, BYD's competitiveness (58%), pricing (35%), technology, and design (23%) were praised. However, the brand image faced criticism, with 46% expressing negative views, and its association with China was a concern for 37% of selected users.

### Key statistics



## Insights



### **BYD's brand awareness and global identity is insufficient.**

It faces challenges in brand awareness and establishing a global brand identity. The frequent association with its Chinese origins in media highlights the need for higher brand awareness in Australia and a more diverse international brand representation that transcends its current regional associations in China.



### **"Build Your Dreams" is hated by the majority.**

A significant portion of the social media audience negatively perceived the brand's English name "Build Your Dreams", suggesting a disconnect between BYD's branding and public reception of the brand.



### **Positive customer feedback indicates opportunities.**

Despite some criticisms, a large number of BYD vehicle owners are satisfied with the driving and riding experience, which presents opportunities to leverage these positive aspects in future branding and marketing.

“  
*Who the f\*\*k  
does their marketing?*  
”  
@vk146, Reddit

“  
All the things I have with a  
'made in China' sticker  
breaks in a short time.  
”  
@SunnyCoast26, Reddit

“ Build Your Dreams sounds like  
a slogan printed on a tea-towel. ”  
BYD Atto 3 review, TopGear

“ We absolutely  
love driving it. ”  
@Thomas Beedles, Facebook

“ Decent car.”  
@Valoneria, Reddit



# Planning





# Target audience

To maximize the communication effects of the campaign, it is essential to establish a detailed target audience segmentation. Combining BYD's Chinese consumer personas and the driver research reports of its competitors in Australia, the target audience for this campaign consists of two segments.

## Primary audience

The primary audience consists of individuals in Australia who are interested in auto-related content. These people frequently engage with automotive information, are willing to purchase car-related products, and often participate in automotive communities. They typically have a passion for auto culture, and show a strong interest in car racing, games, and toys (Elliott, 2011). These demographic characteristics are advantageous for conveying BYD's message across various dimensions, such as technology and performance. Moreover, opportunities exist to find multiple communication touchpoints for enhancing brand awareness and reputation by aligning with their lifestyle habits and hobbies. Furthermore, the car culture is particularly "incredible" in Australia, providing a solid foundation for this campaign to primarily target car enthusiasts (Horncastle, 2019).

## Secondary audience

The secondary audience for this campaign includes the general public in Australia, including a diverse range of individuals with varying levels of interest in automobiles. This broader audience may not be as deeply engaged with auto culture as the primary audience, but they represent a significant segment for their potential interest in sustainable transportation, technological advancements, and eco-friendly lifestyle choices (Statista, 2023a; Statista, 2023c). Targeting the general public allows for the introduction and normalization of EVs as a more accessible option for everyday transportation in Australia. Many in this segment may not own a car and not even be aware of BYD, whose channels of information reception are varied. By aligning the campaign's messaging with their lifestyle and potential touchpoints, we can reach these audiences effectively, broadening BYD's market reach and fostering a positive brand image.



### Car enthusiasts

1st audience



### General public

2nd audience

## Campaign goal

To promote the brand awareness of BYD among Australian residents, lifting their knowledge and impression of BYD to a higher level.

## Measurable objectives

based on the SMART framework and the typical timing in the Australian workplace (Bjerke & Renger, 2017; Omari, 2023)

### From December 2023 to June 2024

To increase BYD's brand awareness by 30% among Australian car enthusiasts, and 10% among the general public in Australia.

### In two years

To increase the intention of Australian car enthusiasts to purchase a BYD car by 30%, and BYD's brand awareness and brand image positivity among Australian residents by 30%.



# Strategic approach

## Theoretical framework

The strategic approach for this campaign is framed within the **Customer-Based Brand Equity** model, conceptualized by marketing professor Keller et al. (2011). This Brand Resonance Pyramid categorizes customer needs and branding into four levels, enabling marketing practitioners to understand consumer needs even before they realize their needs for the product.

## Tactic summary

Based on the goal and objectives of this campaign, the primary focus of strategies and tactics will be on the brand identity and brand meaning levels. Initially, through the fundamental salience approach at the brand identity level, we aim to maximize audience exposure to BYD. Subsequently, at the brand meaning level, the imagery approach will provide the audience more detailed information about BYD, such as scenarios, brand associations, and impressions.

Specifically, at the brand identity level, we have designed three tactics to rapidly increase BYD's exposure in the short term and establish associations with positive concepts like innovation and delight. Tactics in this part will revolve around the vibrant auto culture in Australia, which is expected to greatly appeal to our primary target audience and subtly influence BYD's image among the secondary audience.

At the brand meaning level, a long-term social media rebranding tactic will be implemented to mitigate negative perceptions resulted in "Build Your Dreams" and to establish a positive, multidimensional brand connection for difference segments of the target audience. This level is crucial for reinforcing positive brand impressions and the achievements of the first level, as well as maintaining BYD's visibility among the general public.

### Brand Imagery Approach

#### #BrandingYieldsDistinction

Social Media Rebranding

### Brand Salience Approach

#### #BringYourDesign

BYD Australia Xmas Creativity Festival

#### #BrightenYouthfulDreams

Dual Co-branding Launch:

BYD × Hot Wheels | BYD × Asphalt 9: Legends

#### #BroadcastYourDelights

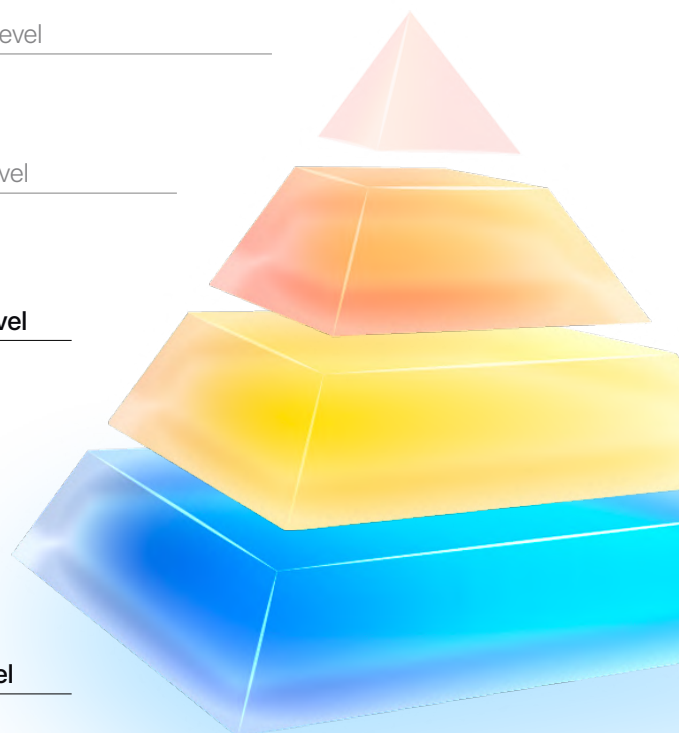
BYD × 2GB Collaborative FM Engagement

Brand Resonance Level

Brand Response Level

Brand Meaning Level

Brand Identity Level





# Tactics



# Featured tactics

## #BringYourDesign

### BYD Australia Xmas Creativity Festival

**This offline art festival will mark the debut of the AusAware campaign.**

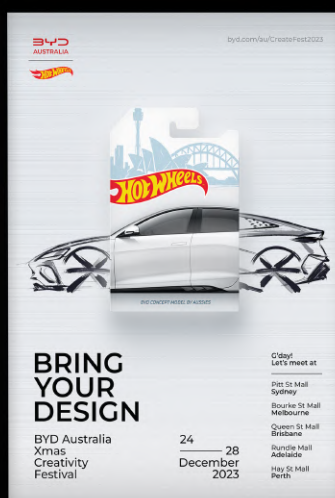
It will take place in the city centers of the major cities in Australia on the Boxing Day after Christmas, inviting local artists to create unique BYD logo art illustration on-site, showcasing the blade battery technology, allowing the public to participate in the creation and experience BYD's automotive ranges.

In addition, the festival will invite participants to imagine and co-create concept designs for future BYD vehicles, offering a platform to express their automotive dreams.

Research indicates that public art is highly effective in revitalizing specific urban areas,

which significantly boosts foot traffic and provides a unique selling point for destinations (Yan et al., 2019). Therefore, hosting an engaging art event in the high-trafficked commercial streets of Australia's major cities on Boxing Day, when many people go for shopping with family and friends, will provide substantial offline exposure for BYD. Inviting people to co-create art works related to BYD not only helps to establish a creative and rejuvenated brand image, but also enhance audience engagement. Moreover, allowing participants to experience BYD vehicles at this event is in line with the highly praised driving and riding experience reported by BYD owners in content analysis. Coupled with media releases and user-generated content on social media platforms.

This tactic is expected to achieve a synergistic omnichannel marketing effect, where BYD's online and offline exposure complement and enhance each other.





## #BrightenYouthfulDreams

Dual Co-branding Launch:

BYD x Hot Wheels | BYD x Asphalt 9: Legends

Leveraging the momentum of the #BringYour-Design event, BYD will simultaneously launch its car model toys in collaboration with Hot Wheels and introduce BYD Seal (its newest model) in Asphalt 9: Legends.

As one of the most popular toy brands and racing games worldwide, Hot Wheels and Asphalt 9: Legends share a significant overlap with this campaign's primary target audience of car culture enthusiasts. These enthusiasts will not only be able to purchase BYD car toys at an affordable price but also enjoy the ultimate technology and performance of BYD Seal in the game. The most outstanding concept car designs submitted during the festival will be developed into exclusive Hot Wheels collaborative models.

This dual approach reinforces their understanding of BYD's automotive technology, thereby enhancing BYD's positive brand image.

Furthermore, general audiences like parents and children will see the co-branded toys in supermarkets across Australia, which will boost BYD's offline exposure. In Asphalt 9: Legends, the BYD Seal model, with its acclaimed design and performance, will significantly increase the online visibility and create a positive impression among Asphalt's over 100 million players (Gameloft SE, n.d.).

**Below:** BYD x Asphalt 9: Legends launch page; BYD x Hot Wheels poster & BYD Seal model.





## #BroadcastYourDelights

### BYD x 2GB Collaborative FM Engagement

Leveraging the reach of Australia's most popular FM radio station, BYD will introduce the collaborative program #BroadcastYourDelights with 2GB (Krambs, 2023). This initiative invites hosts and listeners share their delightful moments daily.

Designed to resonate with both the primary audience of auto enthusiasts and the general public, this program offers a platform for connecting BYD with everyday life in Australia. Through engaging storytelling and interactive discussions, the program aims to blend BYD into joyful daily experiences, thereby gaining a considerable brand exposure and enhancing the positive affinity. This tactic aligns with the broader goal of elevating BYD's brand perception among Australian residents, capturing the widespread appeal and accessibility of FM radio as a strong medium when people are driving or on a ride.



Image source: BYD Australia  
Edited by Meco Agency for mockup showcase

## #BrandingYieldsDistinction

### Social Media Rebranding

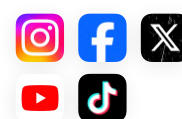
This social media rebranding tactic locates on the brand meaning level with an imagery approach. It is to maintain BYD's long-term online engagement and reshape perceptions.

BYD's social media accounts and advertisements will continuously promote exposure and reshape brand image. With each post, there'll be a set of hashtags containing #BYD and phrases starting with the BYD initials to emphasize its unique selling points. People are more likely to notice the letters BYD than "Build Your Dreams". This subtle yet strategic shift in social media messaging is designed to reduce the negative connotations associated with the old, slogan-like name, instead highlighting BYD's diverse strengths and futuristic potential.

By consistently aligning online posts with this new direction, this tactic aims to gradually transform public perception, presenting BYD as a brand synonymous with cutting-edge technology, sustainability, and customer-centric values, rather than being solely defined by the widely hated "Build Your Dreams".



2GB is one of the largest FM radio stations in AU (Krambs, 2023).



Social media rebranding program will be implemented on Aussie's most commonly used social media platforms.

### Mapping hashtags to BYD features

#BroadenYourDiscovery	Long-range battery life
#BrightenYourDay	Ultimate driving experience
#BalanceYourDrive	Comfortable, nausea-free riding experience
#BelieveYourDecision	Choosing BYD is the right decision
#BackupYourDrive	Safe Blade Battery technology

...

# Supplemental tactics



## Media release

Utilize press releases to announce BYD's latest updates and achievements, effectively reaching the primary audience who keeps up with automotive news on a regular basis and enhancing brand visibility.



## Out-of-home advertising

Place advertisements in high-traffic public areas like bus stops to consistently remind and familiarize the general public with the BYD brand.



## Influencer collaboration

Partner with influencers in different niche markets to promote BYD's vehicles, leveraging their credibility within diverse segments of the audience.



## Community engagement events

Hosting or participating in local community events by suburbs, car shows, or environmental fairs to engage directly with potential customers.



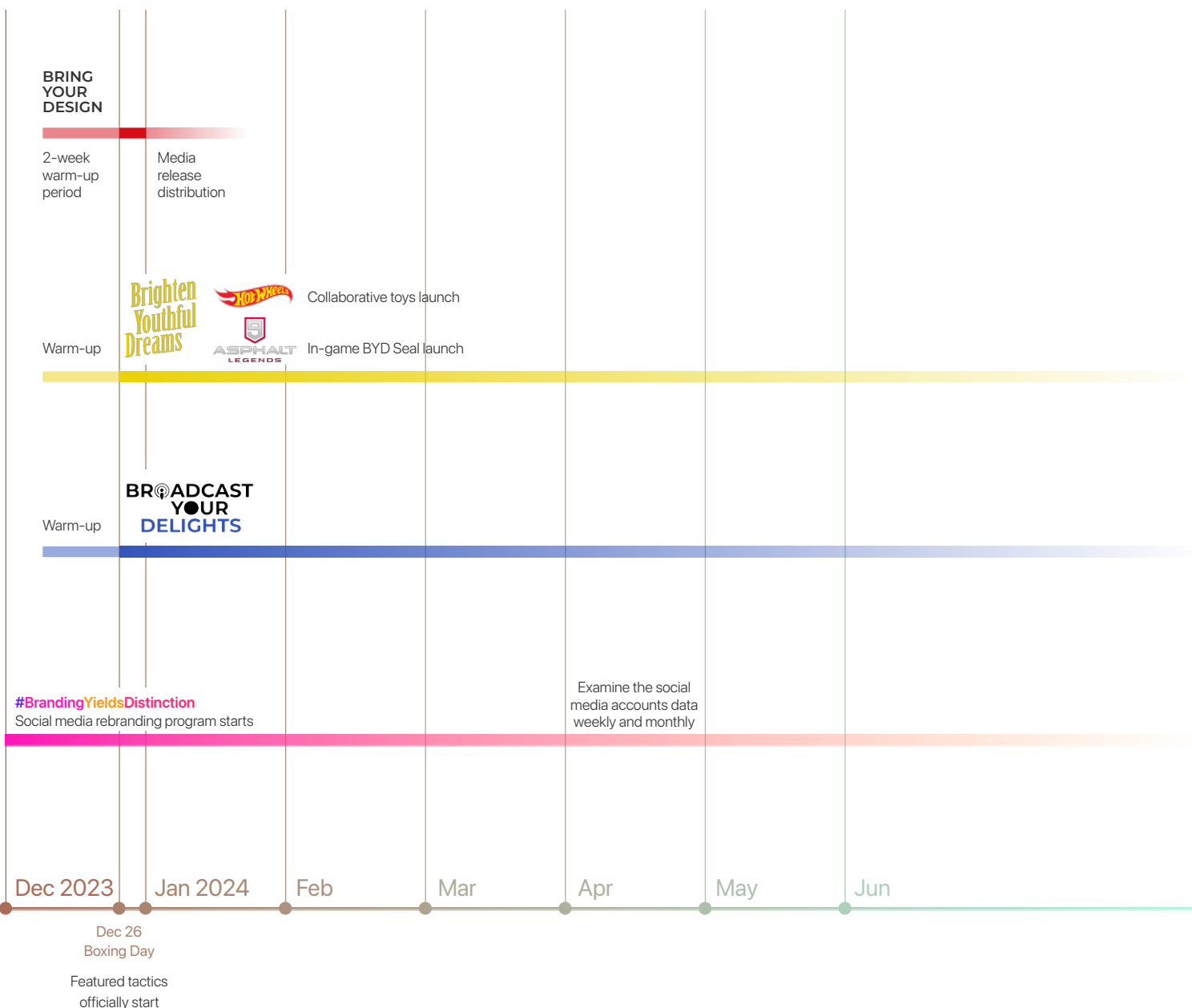
## Loyalty programs

Developing loyalty or referral programs to encourage existing customers to advocate for BYD to generate word-of-mouth and attract new customers.



# Timeline of featured tactics

All featured tactics officially start together with a 2-week warm-up period, with #BrandingYieldsDistinction starts right now; the start time of supplemental tactics depends on BYD's actual marketing status and effects in Australia.



# Budget overview

Monetary unit: Australian dollar (A\$)

Costs are subject to change based on final execution requirements and will be finalized as the project details are confirmed.

Budget Allocation and Resources			Cost
Featured tactics	#BringYourDesign BYD Australia Xmas Creativity Festival	Venue rental	117,000
		Permits and insurance	
		Event materials	150,000
		Staffing and logistics	
		Artist collaboration fee	15,000
	Marketing	Online promotion	51,500
		Media release	
	Individual tactic budget		333,500
	#BrightenYouthfulDreams Dual Co-branding Launch: BYD × Hot Wheels BYD × Asphalt 9: Legends	Collaboration fee	100,000
		Offline marketing materials	15,000
		Online promotion	60,000
		Individual tactic budget	175,000
Supplemental tactics	#BroadcastYourDelights BYD × 2GB Collaborative FM Engagement	Partnership costs	35,000
		Production	10,000
		Advertising	20,000
	Individual tactic budget		65,000
	#BrandingYieldsDistinction Social Media Rebranding	Content creation and management	Staff salaries
		Advertising	Based on actuals
		Analytics and monitoring tools	24,000
	Media release	-	
	Out-of-home advertising	-	
	Influencer collaboration	-	TBD
Contingency fund (10% of listed tactics budget, excluding collaboration costs)			44,750
Agency fee (10% of listed tactics budget, excluding analytics cost)			57,350
Total (pre-tax, listed items)			699,600



# Assessment



# Assessment

## Significance and opportunities

The outcome of this campaign is expected to enhance BYD's brand awareness in the competitive Australian electric vehicle market. Its success can potentially pave the way for increased market share and competition in the broader electric vehicle industry, and even contribute to the further development of EVs in the automotive competition with traditional cars.

It is worth noting that the opportunities for this campaign are promising. Australia's market share in the EV industry is significantly below the global average, and the growth rate of Tesla's sales in Australia is also slowing down (Statista, 2023c). BYD can leverage the rapid growth of the Australian EV industry through this campaign to expand its brand awareness and influence.

## Evaluation methods

This BYD AusAware campaign will be evaluated on both qualitative and quantitative levels.

For quantitative assessment, we will test the awareness and impressions of our target audiences regarding BYD brand through online questionnaires, which will be distributed at various stages during and after the campaign. These surveys will be strategically disseminated to reach both primary and secondary audiences at different touchpoints.

Regarding qualitative assessment, we will employ SEO keyword research and content analysis for a in-depth understanding of our target audiences' opinions about BYD. This data will be compared with pre-campaign figures to measure shifts in perception and engagement.

Additionally, to further enrich this evaluation, we may also consider social media analytics to track engagement rates, sentiment analysis from online discussions, and media coverage analysis to evaluate the campaign's reach and impact in the media and public domain.



**End of the report**



**3549 words**

Main text word count



**Reference list**

starts from the next page

# Appendix

Reflection	27
References	29
Presentation video	31
Acknowledgement	32





# Reflection

When I decided to undertake a communication campaign as my capstone project three months ago, I considered it a stepping stone for my future studies and job opportunities. This is my first solo campaign and branding project in a non-native market. The choice of this topic originated from a very simple observation—I saw a BYD Atto 3 parked in the Broadway lobby with its advertisement, but never once spotted it on the streets of Sydney since its launch in Australia one year ago. Therefore, I intended to design a promotional plan for BYD in Australia as the most important project of my postgraduate study. However, although the planbook eventually looked visually appealing, carrying out market research, primary research, creative ideation, and design all by myself within a tight schedule was quite challenging.

In conducting secondary research for this branding campaign, I adopted a non-literal “literature” review approach filled with market data, industry reports to fit the practical nature of the project. Unlike typical academic projects, this campaign relatively relied less on scholarly papers and more on decoding the market narrative for BYD in Australia to find communication gaps. Navigating through various articles on BYD, I faced multiple potential directions that made me uncertain about where to continue. However, with a focus on enhancing BYD’s brand awareness based on my initial idea, I did inverse deduction to create logical chains, supporting each session with categorized materials. This approach was supported by my discovery of BYD’s unclear and somewhat negative brand image in Australia after reviewing relevant articles and industry reports. This reminded me of the Social Identity Theory from the Digital Media and Society course last year, which suggested the close relationship between brand awareness and brand image. Thus, I expanded my research question to include enhancing BYD’s brand image, thereby clarifying and enriching my original topic during the secondary research process. Moreover, as it’s an academically based report, I needed to use the degree knowledge to design the campaign. Facing the challenge of integrating academic theories with practical market realities, I utilized Keller’s Brand Equity Model from my undergraduate studies to craft a strategy that resonated with BYD’s market position, so as to guide the creative direction and enhance the depth and effectiveness of the strategy.

Primary research significantly influenced my featured tactics, standing out as the most impactful element of the campaign planning process. While insights from secondary research sparked some traditional communication tactics, they fell short in inspiring creative ones. Generating creative ideas was the most challenging part before I conducted primary research. Following the suggested triangulation methodology for content analysis from consultation, I found representative findings across various dimensions that could not drawn from merely reading articles and literature. These first-hand insights set the basis for featured tactics, which were inspiring and instrumental in advancing the campaign planning. However, the real challenge of content analysis lay in data collection. Lacking programming skills and industry experience, I had difficulties accessing professional data collection tools and had to manually gather articles and posts across platforms. I analyzed topics, keywords, and sentiments by reading them, but the representativeness of those data was limited with only 240 data points, and manual selection could introduce subjective bias. I hope to address these issues in the content analysis for my future planning practices.

In setting up the featured tactics, there were some regrets. The big idea generated from primary and secondary research was too ambitious—a strategy centered around BYD’s potential unique selling points to construct brand sentiment and connect the brand with the audience at an emotional level. This required multiple tactics working in synergy to effectively enhance BYD’s brand awareness and image. Initially, I had too many tactic ideas, making it challenging to develop a persuasive and logically coherent strategy to guide the tactics. Although the content was refined to meet the presentation and project



## Triangulation

Utilized triangulation on content analysis after consultation.



## Imperfect data

Content analysis was limited by 240 data points and potential subjective bias.



## Ambitious but ambiguous strategy

Overly ambitious strategy couldn’t be logically and thoroughly presented in the planbook with.

Continue on next page

requirements, each tactic's rationale lacked substantial background support. This made them appear somewhat superficial without a detailed description of logic to underpin. The final presentation could have balanced better between creativity and content, as well as paid more attention to the tactic planning in the Australian context.

There was a bittersweet moment that particularly stood out for me. Initially, under the guidance of my strategy, I envisioned a tactic to collaborate with Uber and Didi to increase BYD's brand exposure in Australia, and allow passengers to experience BYD's comfortable rides thus enhancing its positive brand image. However, just two days before my final presentation when I finished writing speaking notes, BYD announced their partnership with Uber on Instagram—I had to remove this part. While this made the campaign seem slightly less effective, it also affirmed that some of my ideas were feasible and practical.

Additionally, there were shortcomings in developing the objectives and budget. While the objectives followed the SMART model, particularly in terms of the timeline, which aligned with Australian holidays and pay cycles, the percentage of the objective effectiveness lacked a solid data reference. The budget, though based on actual quotes from relevant websites, was a rough estimate without in-depth investigation. Furthermore, due to my limited understanding of the Australian market, it was hard to estimate figures like reach and CPM, so I had to give up.

I viewed this project as an opportunity to enhance my employability. Focusing on marketing and design, my career interests, I aimed to create a planbook that would advance my skills in overall campaign management, information visualization, and publication design. Through independent practice in all aspects throughout the campaign except execution and evaluation, I found myself passionate about this field. This passion is the foundation of my future role as a marketing and advertising practitioner. With this mindset, I meticulously designed the planbook to serve as a reference for my second master's degree in Creative Industries at Macquarie University and a portfolio piece in job interviews, where I can proudly say, "I did all of this."

Throughout this BYD AusAware Campaign project, I applied theoretical knowledge to practical challenges that enhanced my marketing and design skills. Despite shortcomings in the strategy framework and some small issues in each part, the experience overall laid a solid foundation for my future learning and career development. This project not only improved my skills in communication research and planning, but also strengthened my passion for the marketing and advertising field. It enhanced my employability in the creative industries and will become a key part of my portfolio, whether in marketing or design, for further study and career advancement.

For future projects, I would like to emphasize the importance of early and comprehensive market research to align strategies more closely with consumer needs. Additionally, developing a stronger understanding of digital analytics tools will be crucial for more effective campaign planning and execution. I will also try to develop a teamwork ability in planning to make the ideation process more creative and avoid personal bias. These insights from the campaign experience will guide my approach in future marketing roles and ensure more targeted and creative but practical outcomes.



### Accuracy difficulties

Navigating budget and media metrics needs more in-depth planning and experience.



### Foundation for the future

Meticulously written and designed planbook as a powerful showcase for the second Master's degree and career development.

End of the reflection

# References

- Bjerke, M. B., & Renger, R. (2017). Being smart about writing SMART objectives. *Evaluation and program planning*, 61, 125-127.
- BYD Auto. (n.d.). *Four leading aspects*. BYD. Retrieved November 1, 2023, from [bydauto.com.cn/pc/brandRelated?id=3](https://bydauto.com.cn/pc/brandRelated?id=3)
- BYD Company. (2022, May 5). Sales of BYD's new energy passenger vehicles as of April 2022, by product series (in 1,000 units) [Graph]. In *Statista*. Retrieved September 08, 2023, from [www-statista-com.ezproxy.library.sydney.edu.au/statistics/1306857/new-energy-passenger-auto-sales-byd-by-series/](https://www-statista-com.ezproxy.library.sydney.edu.au/statistics/1306857/new-energy-passenger-auto-sales-byd-by-series/)
- Downe-Wamboldt, B. (1992). Content analysis: method, applications, and issues. *Health care for women international*, 13(3), 313-321.
- Electric Vehicle Council (Australia). (2022, September 30). Leading previous vehicle brands owned by Tesla owners in Australia in 2022 [Graph]. In *Statista*. Retrieved September 12, 2023, from [www-statista-com.ezproxy.library.sydney.edu.au/statistics/1349362/australia-previous-car-brands-owned-by-tesla-owners/](https://www-statista-com.ezproxy.library.sydney.edu.au/statistics/1349362/australia-previous-car-brands-owned-by-tesla-owners/)
- Electric Vehicle Council (Australia). (2020, August 18). Share of consumers who would consider purchasing an electric vehicle in Australia from 2018 to 2020 [Graph]. *Statista*. Retrieved August 23, 2023, from [www-statista-com.ezproxy.library.sydney.edu.au/statistics/1186191/australia-consumers-considering-buying-electric-vehicle/](https://www-statista-com.ezproxy.library.sydney.edu.au/statistics/1186191/australia-consumers-considering-buying-electric-vehicle/)
- Elliott, S. (2011, April 11). *Giant Toys for Attracting Much Older Boys*. The New York Times. [www.nytimes.com/2011/04/12/business/media/12adco.html#](https://www.nytimes.com/2011/04/12/business/media/12adco.html#)
- EV-Volumes.com. (2022, March 7). Global plug-in electric vehicle year-over-year sales growth in 2021, by major manufacturer [Graph]. In *Statista*. Retrieved September 08, 2023, from [www-statista-com.ezproxy.library.sydney.edu.au/statistics/976025/global-sales-growth-of-plug-in-electric-vehicle-manufacturers/](https://www-statista-com.ezproxy.library.sydney.edu.au/statistics/976025/global-sales-growth-of-plug-in-electric-vehicle-manufacturers/)
- Gameloft SE. (n.d.). *Asphalt 9: Legends*. Google Play. Retrieved November 10, 2023, from [play.google.com/store/apps/details?id=com.gameloft.android.ANMP.GloftA9HM](https://play.google.com/store/apps/details?id=com.gameloft.android.ANMP.GloftA9HM)
- Gong, S., Ardeshiri, A., & Rashidi, T. H. (2020). Impact of government incentives on the market penetration of electric vehicles in Australia. *Transportation Research Part D: Transport and Environment*, 83, 102353.
- He, J., Liao, S., Li, X., & Yu, P. (2022, April). Research on Marketing Strategy of New energy Vehicles in China. In *2022 7th International Conference on Social Sciences and Economic Development (ICSSSED 2022)* (pp. 853-859). Atlantis Press.
- Horncastle, R. (2019, March 30). *INSIDE AUSTRALIA'S INCREDIBLE CAR CULTURE*. Top Gear. [www.topgear.com/car-news/big-reads/inside-australias-incredible-car-culture](https://www.topgear.com/car-news/big-reads/inside-australias-incredible-car-culture)
- Inside EVs. (2023, February 11). Global plug-in electric vehicle market share in 2022, by main manufacturer [Graph]. *Statista*. Retrieved August 23, 2023, from [www-statista-com.ezproxy.library.sydney.edu.au/statistics/541390/global-sales-of-plug-in-electric-vehicle-manufacturers/](https://www-statista-com.ezproxy.library.sydney.edu.au/statistics/541390/global-sales-of-plug-in-electric-vehicle-manufacturers/)
- Kazeem, A. (2023, October). *Electric Vehicles: market data & analysis*. Statista. [www-statista-com.ezproxy.library.sydney.edu.au/study/103895/electric-vehicles-report/](https://www-statista-com.ezproxy.library.sydney.edu.au/study/103895/electric-vehicles-report/)
- Keller, K. L., Parameswaran, M. G., & Jacob, I. (2011). *Strategic brand management: Building, measuring, and managing brand equity*. Pearson Education India.
- Krambs, G. (2023, November 6). *The Most Popular Radio Station in Australia: A Ranking*. Straw Poll. [strawpoll.com/most-popular-radio-station-australia](https://strawpoll.com/most-popular-radio-station-australia)



- Krippendorff, K. (2018). *Content analysis: An introduction to its methodology*. Sage publications.
- Lassar, W., Mittal, B., & Sharma, A. (1995). Measuring customer-based brand equity. *Journal of consumer marketing*, 12(4), 11-19.
- Law, J. (2023, October 6). *Australia's most popular electric cars in 2023: October update*. Which Car? [www.whichcar.com.au/news/vfacts-2023-best-selling-electric-cars-australia-october](https://www.whichcar.com.au/news/vfacts-2023-best-selling-electric-cars-australia-october)
- Macdonald, E. K., & Sharp, B. M. (2000). Brand awareness effects on consumer decision making for a common, repeat purchase product: A replication. *Journal of business research*, 48(1), 5-15.
- Mehta, P., & Pandya, S. (2020). A review on sentiment analysis methodologies, practices and applications. *International Journal of Scientific and Technology Research*, 9(2), 601-609.
- NSW Government. (n.d.). *Electric Vehicle Rebate*. Retrieved October 29, 2023, from [www.revenue.nsw.gov.au/grants-schemes/electric-vehicle-rebate](https://www.revenue.nsw.gov.au/grants-schemes/electric-vehicle-rebate)
- Omari, I. (2023, August 18). *Employee Bonus Payments: What Taxes Apply?* Lawpath. [lawpath.com.au/blog/employee-bonus-payments-what-taxes-apply](https://lawpath.com.au/blog/employee-bonus-payments-what-taxes-apply)
- Patton, M. Q. (1999). Enhancing the quality and credibility of qualitative analysis. *Health services research*, 34(5 Pt 2), 1189.
- Petty, R. E., & Cacioppo, J. T. (2018). *Attitudes and persuasion: Classic and contemporary approaches*. Routledge.
- Pontes, J. (2023, July 5). *World EV Sales Now 16% Of World Auto Sales*. Clean Technica. [cleantechnica.com/2023/07/05/world-ev-sales-now-16-of-world-auto-sales/](https://cleantechnica.com/2023/07/05/world-ev-sales-now-16-of-world-auto-sales/)
- Qiu, Y., Zhang, K., & Zong, Y. (2022, December). The Market Analysis for BYD. In *2022 2nd International Conference on Financial Management and Economic Transition (FMET 2022)* (pp. 246-256). Atlantis Press.
- Roy Morgan. (2023, June 20). *Over half a million Australians plan to buy a new electric vehicle in the next four years*. [www.roymorgan.com/findings/9258-electric-vehicle-intention-soars-june-2023](https://www.roymorgan.com/findings/9258-electric-vehicle-intention-soars-june-2023)
- Statista. (2023a). *Cars: BYD drivers in China*. Statista. [www-statista-com.ezproxy.library.sydney.edu.au/study/106278/car-makes-byd-drivers-in-china/](https://www-statista-com.ezproxy.library.sydney.edu.au/study/106278/car-makes-byd-drivers-in-china/)
- Statista. (August 29, 2023b). *Car ownership by make / brand in Australia as of June 2023* [Graph]. In Statista. Retrieved September 11, 2023, from [www-statista-com.ezproxy.library.sydney.edu.au/forecasts/1004163/car-ownership-by-make-brand-in-australia](https://www-statista-com.ezproxy.library.sydney.edu.au/forecasts/1004163/car-ownership-by-make-brand-in-australia)
- Statista. (2023c). *Electric vehicles in Australia*. Statista. [www-statista-com.ezproxy.library.sydney.edu.au/study/87619/electric-vehicles-in-australia/](https://www-statista-com.ezproxy.library.sydney.edu.au/study/87619/electric-vehicles-in-australia/)
- Thai, D. (2023, January 5). *Electric Car Sales Soar in 2022, led by Tesla and BYD in Australia*. Zecar. [zecar.com/reviews/electric-car-sales-soar-in-2022](https://zecar.com/reviews/electric-car-sales-soar-in-2022)
- The NRMA. (2023, November 6). *EV incentives in Australia*. NRMA. [www.mynrma.com.au/electric-vehicles/buying/ev-incentives](https://www.mynrma.com.au/electric-vehicles/buying/ev-incentives)
- Virta. (2023). *The global electric vehicle market overview in 2023: statistics & forecasts*. Virta. Retrieved August 23, 2023, from [www.virta.global/en/global-electric-vehicle-market](https://www.virta.global/en/global-electric-vehicle-market)
- Yan, L., Xu, J. B., Sun, Z., & Xu, Y. (2019). Street art as alternative attractions: A case of the East Side Gallery. *Tourism Management Perspectives*, 29, 76-85.

# Presentation video

这可能是我做过最顺滑的PPT | 让澳洲看见比亚迪 | 悉大硕士毕业设计答辩演示文稿

2.4万 4 2023-11-07 17:21:28 未经作者授权，禁止转载



## Presentation slides on bilibili

This 1-minute presentation slides showcase video on bilibili garnered over 25,000 views and 1,100 interactions within three weeks after uploading. Viewers unanimously praised its design quality and high alignment with BYD's brand tone, even suggesting its potential to enhance the brand image. Notably, the enthusiasm for the BYD x Hot Wheels collaboration exceeded expectations.

[bilibili.com/video/BV1sQ4y1n7Ud](https://bilibili.com/video/BV1sQ4y1n7Ud)

Scan the QR codes to watch the video



## Presentation slides on vimeo



[vimeo.com/881513883](https://vimeo.com/881513883)

# Acknowledgement

Meco Agency acknowledges the Traditional Custodians of the land on which we gather and operate, which spans across the diverse traditional lands of the Aboriginal and Torres Strait Islander peoples of Australia.

We pay our respects to their Elders past, present, and emerging, and extend that respect to all Aboriginal and Torres Strait Islander peoples today. We recognize their continuous connection to land, waters, and community, and acknowledge the vital contributions they make to this land which we all share.

