

Luxury, Reimagined.



*A campaign for tomorrow's professional, where
innovation and refinement become inseparable.*

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IMC 515 / Creative Strategy and Execution

Reed College of Media

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SECTION 01

The Challenge

"Too few people are aware of not just the car, but the company."

Peter Rawlinson

Chief Executive Officer, Lucid Motors

The Problem

Lucid Motors stands at a critical point in the luxury EV market. Despite having industry-leading technology, award-winning design, and the longest EV range available, the brand faces a significant challenge: lack of awareness and recognition in the luxury automotive space.

The Proposal

Move beyond traditional luxury car messaging and Tesla's tech-forward positioning to create a category where innovation and luxury are inseparable.]Through a nostalgic, dreamlike, and sophisticated creative execution across all channels, we aim to establish Lucid as the natural evolution of luxury for forward-thinking professional who want both elegance and innovation.

SECTION 01 — THE OPPORTUNITY

Three paths forward.

01 Fade into uninspired luxury.

02 Remain in Tesla's shadow.

03 **A third path. New Luxury.**

Define a category where innovation and refinement are inseparable. Build Lucid as the natural evolution of luxury for forward-thinking professionals.

SECTION 02 — THE CLIENT

A company most people haven't met.

Founded in 2007 as a battery technology firm and reborn as an automaker in 2016, Lucid Motors is a California-based luxury EV manufacturer led by Peter Rawlinson, former chief engineer of the Tesla Model S.

Newark, California. Over 50 patents. Factories in Arizona and the Kingdom of Saudi Arabia. The Lucid Air sedan, in production since 2021, holds the longest single-charge range of any production EV.

520 mi

LONGEST SINGLE-CHARGE RANGE IN PRODUCTION

50+

ISSUED PATENTS IN EV TECHNOLOGY

\$450M

TECHNOLOGY SUPPLY DEAL WITH ASTON MARTIN

Car of the Year

LUCID AIR, MOTORTREND 2022

SECTION 02 — THE CLIENT

Where Lucid stands.

A market position read through four lenses, focused on what matters for a brand campaign.

s Strengths

- 520-mile range, the longest in production
- CEO Peter Rawlinson, ex-chief engineer of Tesla Model S
- \$450M+ tech-supply deal with Aston Martin
- Saudi PIF majority backing, factories in two countries

w Weaknesses

- \$2.8B operating loss in 2023
- Low brand awareness in the luxury segment
- Only one model in production; inventory overhang
- \$507M cash burn per quarter

o Opportunities

- Gravity SUV launching late 2024
- \$50,000 entry model planned for 2026
- China luxury market projected +250% by 2026
- Tech licensing as a second revenue line

t Threats

- Aggressive Tesla price cuts squeezing the segment
- New entrants from legacy luxury and EV-native brands
- Macro pressure on discretionary luxury spending
- Ongoing capital needs may pressure equity

SECTION 03 — AUDIENCE / PRIMARY

The ultra high net worth.

Tech-fluent collectors and operators for whom luxury is a vocabulary, not a performance.

01	NET WORTH	Assets exceeding \$30 million
02	DISPOSITION	Tech-fluent, design-literate, allergic to the obvious
03	VALUES	Environmental awareness paired with luxury aspiration
04	GROWTH	Forecasted +250% growth in China by 2026



UHNWI lifestyle imagery

Portrait or environment shot, 880 x 700



SECTION 03 — AUDIENCE / SECONDARY

The high net worth.

Early adopters who buy into a brand before it's a consensus. The aspirational layer that becomes the cultural one.

01	NET WORTH	Assets between \$1M and \$30M
02	BEHAVIOR	Early adopters of new technology and design
03	IDENTITY	Luxury enthusiasts. Trade up to a brand that signals taste, not income

SECTION 04 — STRATEGY

Strategy statement.

⁰¹
THE ADVERTISING

Will convince professionals aged 30–45 that Lucid represents a generational shift in luxury, pushing innovation and design beyond what an EV company is allowed to be.

⁰²
THE SUPPORT

Will be the award-winning technology and craftsmanship, proving that you can keep the standard high while pushing the boundaries on design and engineering.

⁰³
THE TONE

Will be warm, confident, and optimistic, speaking to people who want their car to be both a status symbol and a statement about where luxury is headed.

SECTION 04 — STRATEGY

The four pieces that frame everything that follows.

Creative brief.

01 — BACKGROUND

Lucid stands at a crossroads: fade into uninspired luxury, or stay in Tesla's shadow. There's a third path, a category where innovation and design become inseparable. This campaign defines Lucid as the visionary in modern luxury, appealing past early adopters to anyone looking for sophistication without compromise.

02 — OBJECTIVE

Position Lucid as the next evolution of luxury EVs, distinct from Tesla and traditional luxury. Measure success through brand perception shifts, consumer inquiries, and engagement that proves Lucid's reach beyond the tech-enthusiast core.

03 — AUDIENCE

Professionals aged 30–45 with disposable income and a taste for innovation. Urban and suburban. They want more than a status symbol; they want a statement about forward-thinking.

04 — INSIGHT

They're skeptical of "tech-bro" culture and tired of traditional luxury's predictability. They want refined, intentional, confident — luxury that aligns with their values rather than performs for them.

THE BIG IDEA / KEY CONSUMER TAKEAWAY

New Luxury.

Lucid is the leader in the future of luxury, where technology and design are harmoniously integrated, redefining what modern luxury looks and feels like.



SECTION 05 — AUDIENCE PERSONA

A DAY IN THE LIFE OF

Noah, age 32.

LIVES

Chicago

WORKS AS

CEO, early-stage startup

DRIVES

A small, considered collection

A founder who curates rather than collects. He keeps a finger on the pulse of culture and design and senses a real shift — a blend of technology and aesthetics redefining everything around him. Nothing he sees in cars seems to reflect that feeling yet.

SECTION 06 — THE WORK

The work.

Creative direction

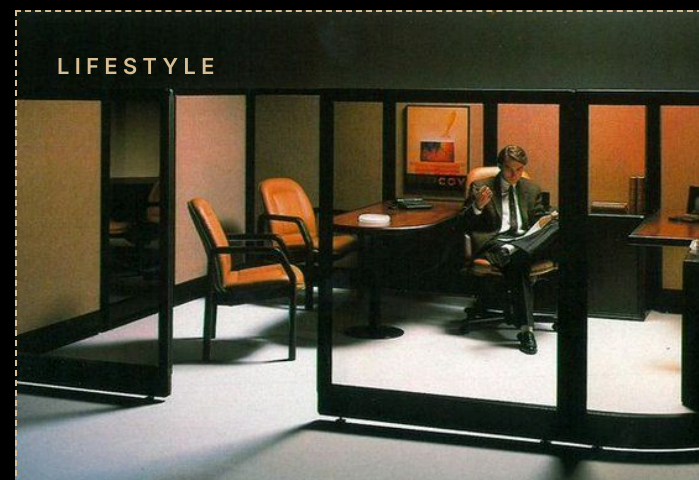
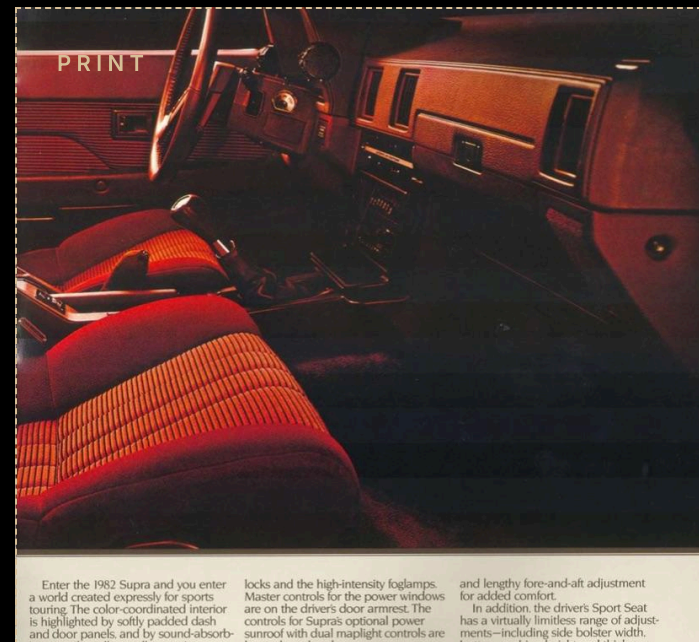
This campaign stems from understanding what luxury means to today's professionals in their 30s and 40s. They seek luxury that feels innovative and intentional rather than flashy, showing skepticism toward both "tech-bro" culture and traditional luxury's predictable approach.

The creative direction blends 1980s tech minimalism with classic luxury design, creating something that feels both fresh and timeless. The visual and verbal language emphasizes everything from dramatic light and shadow, to the use of muted colors with subtle metallic touches. The ads take cues from vintage car and watch designs but reimagine them for today, using bold typography and simple layouts.

All of this comes together to show Lucid Motors as something different in the luxury car space — not just another tech company, and not just another luxury brand.

Mood board.

1980s tech minimalism, vintage car and watch references, dramatic light, muted metallics.



COPY

You may get lost, but not in the crowd.

There is still only one car that looks, feels, and performs like a Porsche 911; a Porsche 911. It is the one sportscar that manages to be both timeless and ahead of its time.

Since it was first introduced in 1963, the Porsche 911's basic shape and 6-cylinder engine have remained essentially unchanged.

We tried to build the perfect car for many years. From the first, we knew it was impossible. But we kept trying in spite of that. Or maybe, because of that. And we've come close.

We challenge you to drive a Porsche 911 and then try and put it out of your mind.

The car responds so instantly and accurately that it almost seems a part of the driver. From its 160mph top end speed to its distinctive rear end styling, its pure driving excitement.

But, of course, it's still not perfect. You might say it's only human.

LIFESTYLE

1980s contemporary modern and "high tech minimalist," to ground Lucid in a timeless atmosphere.

The Work / Mood Board

PRODUCT & ADS

Classic and contemporary luxury, with bold typography and clean layouts. A modern yet sophisticated feel.

COLOR

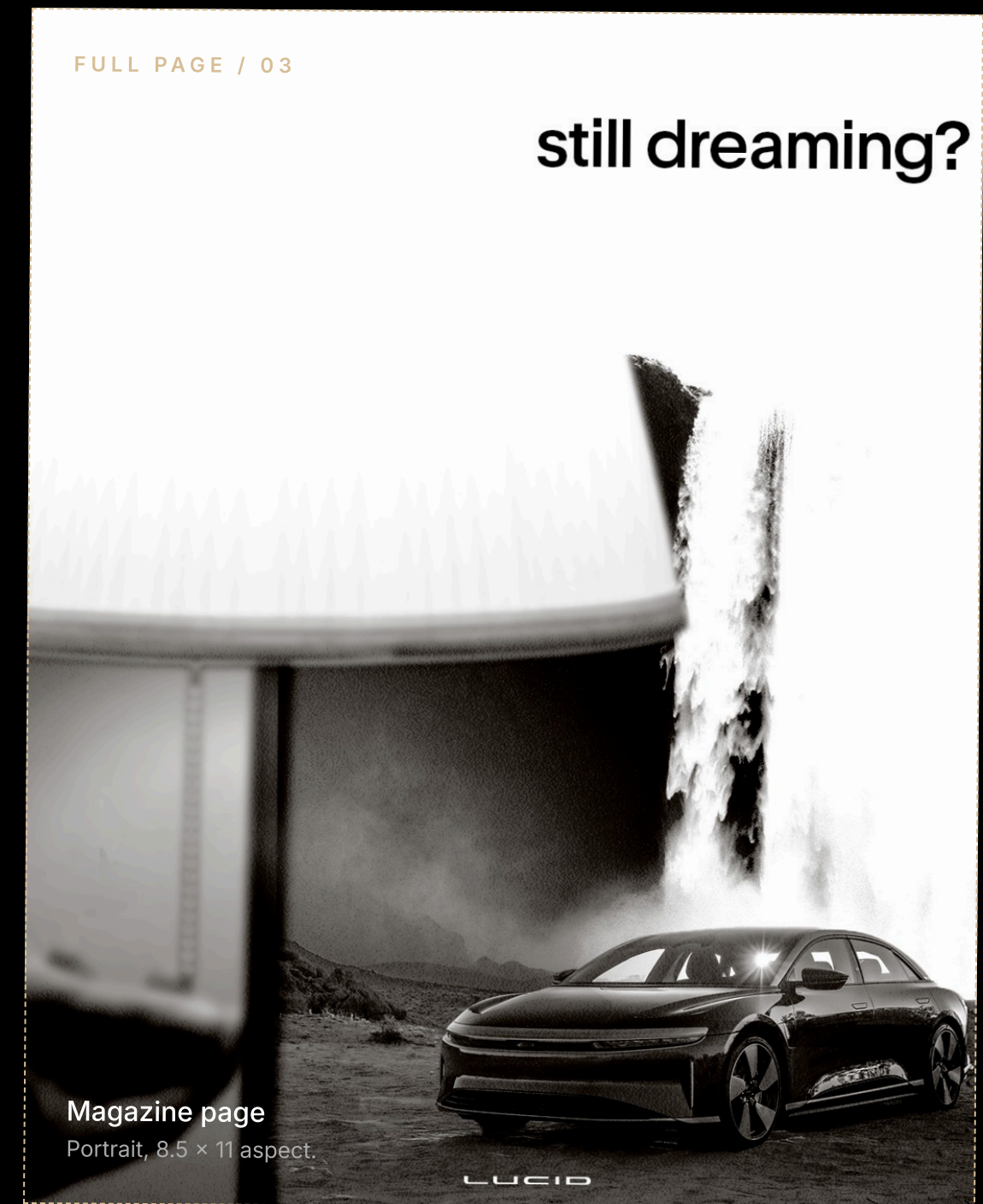
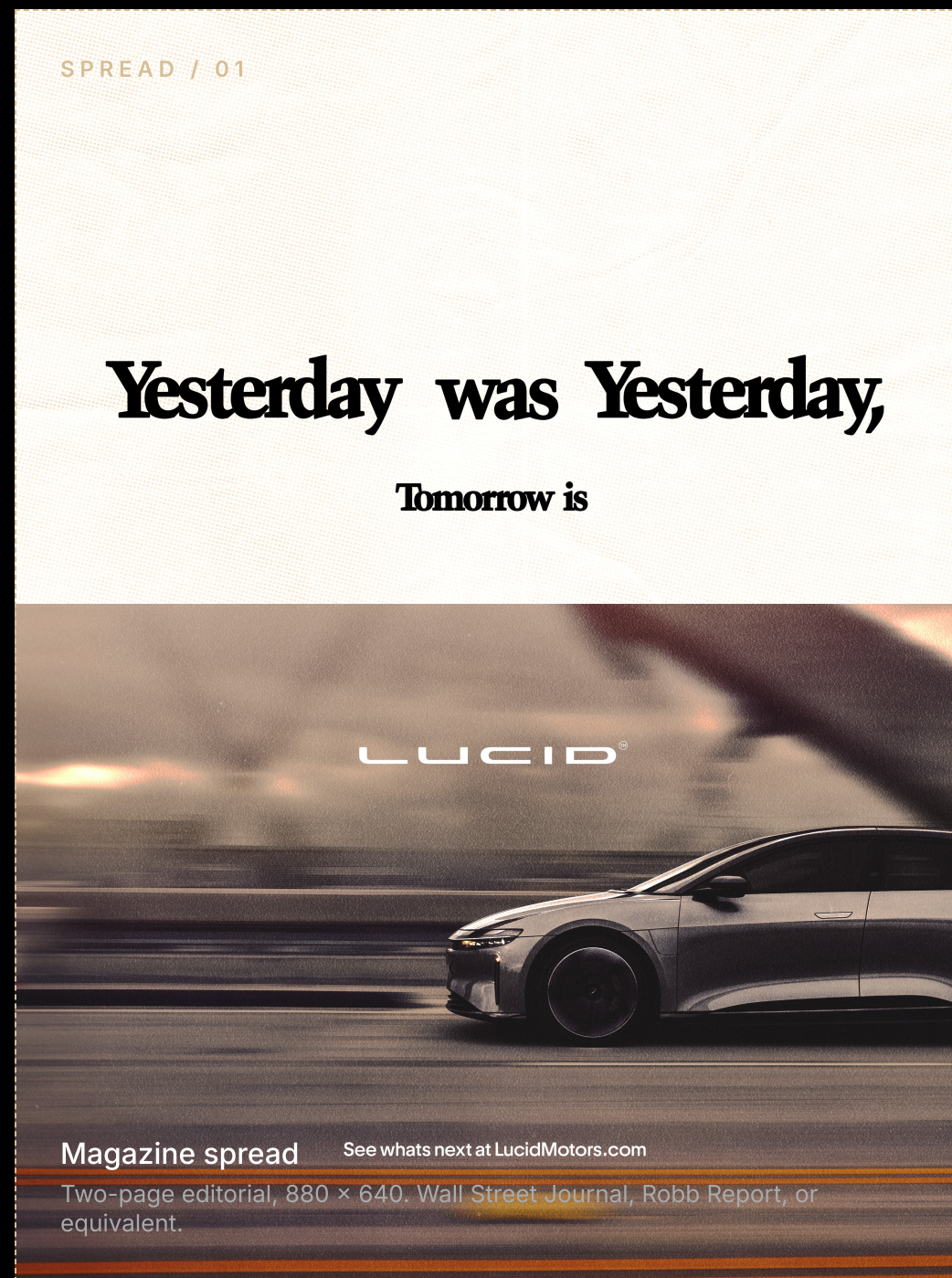
Warm, muted, and sophisticated tones with hints of metallics.

TYPOGRAPHY

Bold yet minimal, inspired by classic high-end branding and vintage luxury ads.

Print.

Lucid print ads. Source images and concepts produced for the campaign.

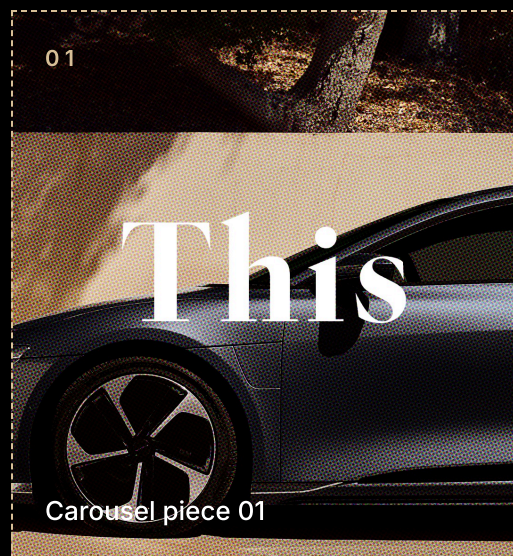


SECTION 07 — EXECUTIONS

Channel extensions.

Digital creative across formats, an outdoor presence, and one more execution to follow.

01 **Digital** Social media programmatic display, editorial partnerships.



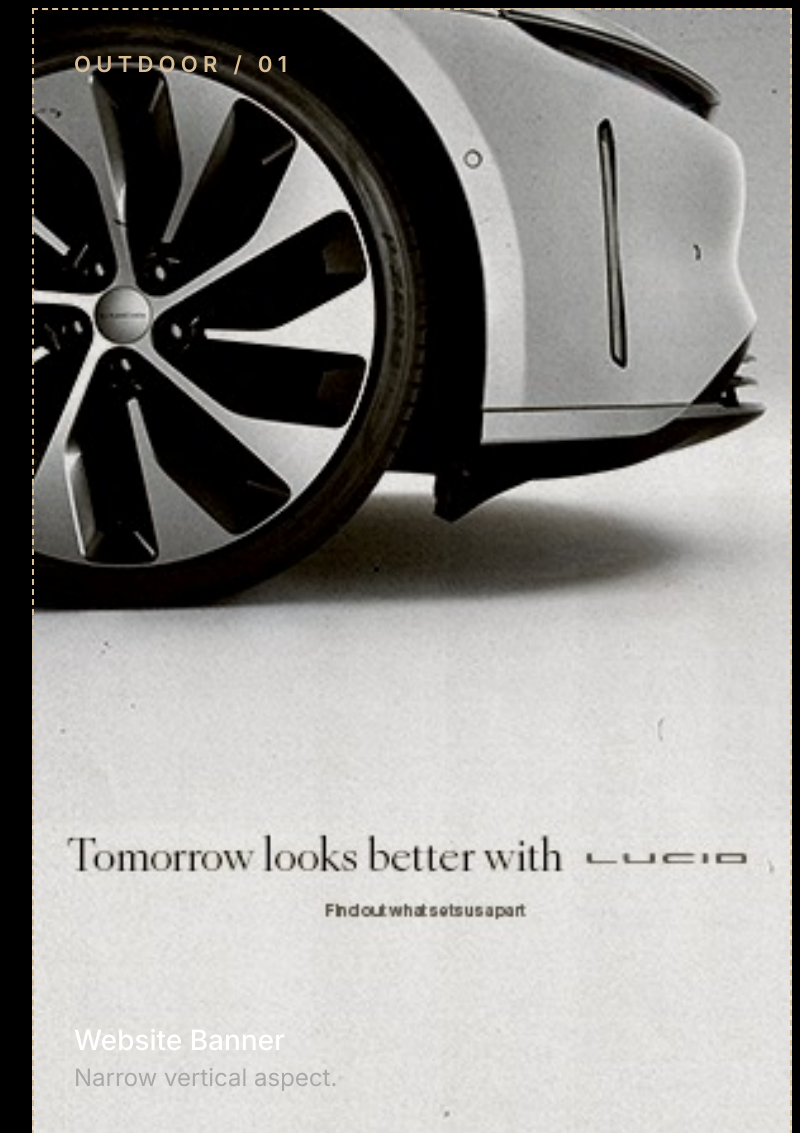
02 **Billboard**

Outdoor.



02 **Banner**

Website.



SECTION 07 — EXECUTIONS / FILM

Anthem, :60.

YOUTUBE / EMBED



Lucid · "New Luxury" anthem

Drop the YouTube link or a still frame here.

THANK YOU

Yesterday was Yesterday

A campaign that positions Lucid Motors as the natural evolution of luxury — where innovation and refinement are inseparable.

MANDATORIES

All materials must feature the Lucid Motors logo, the tagline "This is New Luxury," and any necessary legal disclaimers.

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