# Conclave Research

## CASE STUDY

## Accelerating Adoption in the Electric Vehicle (EV) Ecosystem

*Confidential Document for Internal and Prospective Client Use*
Client- A Leading US Based MR agency
Q2- 2025 Project Execution Summary

## Project Highlights

| 800 | US | 5 days | CAWI |
|-----|-----|--------|------|
| Sample Size | Geography | Fieldwork Timing | Methodology |

## Client Overview

| US MR Agency | B2C– EV Owners | Automotive | 2025 |
|--------------|----------------|------------|------|
| Client | Target Sector | Industry | Year |

# 1. Summary & Overview

A leading automotive OEM partnered with Conclave Research to decode the rapidly evolving Electric Vehicle (EV) landscape across key global markets. The objective was to move beyond surface-level environmental sentiment and uncover the specific psychological, infrastructural, and economic barriers preventing mass-market conversion. By synthesizing macroscopic data with deep-dive ethnographic insights, the study provided a strategic blueprint for product innovation, charging infrastructure investment, and high-impact brand positioning.

# 2. The Challenge

As the EV category transitions from early-adopter curiosity to mass-market consideration, the competitive landscape has become increasingly saturated with synonymous value propositions. The client faced several critical strategic hurdles:

- **The Utility-Perception Gap:** While consumers verbally support the transition to green energy, actual purchase behavior is frequently stifled by "Range Anxiety" and perceived technical complexity.

- **Infrastructure Uncertainty:** A lack of clarity regarding charging interoperability and home-charging feasibility created significant "decision friction" at the point of purchase.

- **Commodity Density:** Emerging competitors offered similar technical specifications, making it difficult for the client to establish a distinctive, value-driven identity beyond basic battery range.

# 3. Approach & Methodology

To deconstruct these complexities, we implemented a dual-phase research architecture designed to capture both the "what" and the "why" of EV adoption.

### Phase I: Quantitative Rigor & Predictive Modeling

We executed a large-scale, nationwide quantitative survey via the CAWI (Computer-Assisted Web Interviewing) methodology, utilizing our proprietary panel assets to identify pre-qualified "Intention-to-Buy" cohorts.

- **Strategic Oversampling:** We prioritized urban professionals and Gen Z demographics to capture the early signals of shifting urban mobility norms.

- **Equity vs. Attribute Modeling:** Advanced statistical modeling isolated the impact of "Eco-Status" versus "Operational Cost Savings" to determine which levers most effectively drive conversion.

- **Proprietary Engagement Index:** Respondents were segmented by their "EV Readiness," allowing us to map distinct messaging strategies for "Skeptical Pragmatists" versus "Green Visionaries."

**Phase II: Qualitative Exploration & Emotional Mapping**

Our Qualitative Research Division facilitated an immersive deep dive into the user experience.

- **Projective Pre-Tasking:** Participants engaged in metaphorical storytelling exercises to articulate their fears and aspirations regarding the transition away from internal combustion engines.

# 4. Results and Business Impact

The engagement delivered a definitive roadmap for market leadership, providing the client with the intelligence required to:

- **Refine Value Propositions:** Shifted marketing narratives from generic "sustainability" to high-impact "performance and technological sophistication."

- **De-Risk the Purchase Journey:** Developed targeted communications to address infrastructure concerns, utilizing "Masterbrand" trust to alleviate fears regarding battery longevity and resale value.

- **Optimize Product Roadmaps:** Identified high-priority "white spaces" for features like bi-directional charging and enhanced cabin AI, specifically tailored to the professional workflows of heavy-usage segments.

- **Longitudinal Opportunity Mapping:** Defined situational "need-states" for different EV variants, ensuring the portfolio was balanced between urban-commuter efficiency and long-range touring capability.