



Electric Vehicle Market Analysis: Generational Insights and Advertising Effectiveness

A PersonaPanels Report on Generation Z
and Younger Baby Boomers



Objectives



Uncover attitudes toward Electric Vehicles (EVs) for two generations: Generation Z and Younger Baby Boomers



Create and test advertising messages based on uncovered attitudes



Determine which ads have the best overall chance of promoting EV sales to each generation



Utilize “Importance Testing” to identifying key elements driving each generation’s interest in top ad



Process - Part 1

Synthetic Respondent and Content Selection

☁ Two Synthetic Respondents Selected:



Generation Z



Younger Baby Boomers

☁ Respondents curated internet content on electric vehicles using PersonaPanels Monitoring data (May 18 to July 17, 2024)

- The US Can Halve Its Emissions by 2030—if It Wants To
Wired on 06/27/2024
Interest Level: 98.86%
- Used-EV prices are crashing as buyers shift back towards hybrid vehicles
Business Insider on 06/27/2024
Interest Level: 95.19%

Content Analysis

☁ Articles analyzed using Claude 3.5 Sonnet

☁ Prompt used for analysis:

"Imagine you are a qualitative market research company with a panel comprised of people who are Generation Z/Younger Baby Boomers. For the last 60 days, you have asked the panel to keep track of online articles that interest them on the topic of electric vehicles. I am going to provide you with the content of those articles. Please review that content and identify the key motivations for Generation Z/Younger Baby Boomers to adopt Electric Vehicles. What benefits do they perceive that make EVs appealing to them? What impediments does each generation see to adopting Electric Vehicles? Use only the articles I provide you to formulate your response. Here are the articles “*

☁ Key insights extracted for each generation based on curated articles**

Process - Part 2

Ad Creation

10 advertisements* created for each generation based on insights using Claude 3.5 Sonnet:

Generation Z

- Drive the Change, Be the Change: EV Revolution
- Tech-Savvy Driving Meets Climate Action: Upgrade to EV
- Zero Emissions, Infinite Possibilities: Join the EV Revolution
- Quiet Streets, Clean Air, Happy Earth: The EV Solution
- Smart Car for Smart Generation: EV – As Connected as You Are
- Fuel Your Career, Not Your Car: EV Industry
- EV: Your Ticket to a Sustainable Social Circle
- Health Conscious? Drive Electric!
- EV + Smart Home = The Ultimate Tech Ecosystem
- Drive Change: EVs and Social Justice

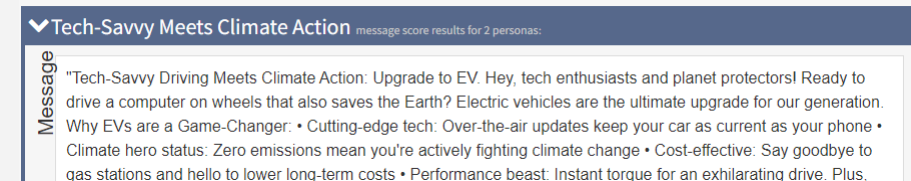
Younger Baby Boomers

- Redefine Your Drive: The EV Advantage
- Lower Costs, Higher Standards: The EV Advantage
- American Innovation on American Roads: The EV Revolution
- Cutting-Edge Technology Meets Time-Tested Quality: Modern Driving with EV
- Freedom from the Pump: Energy Independence Starts with EV
- Less Maintenance, More Enjoyment: Simplify Your Driving Life with EV
- Rediscover the Joy of Driving with EV
- Retire in Style: EVs for Your Golden Years
- Leave a Legacy: Choose EV for the Next Generation
- EVs: The Smooth, Quiet Ride You Deserve

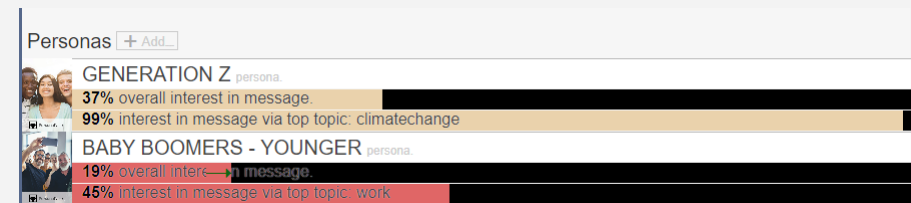
* Prompt used to generate ads can be found in Appendix A. Complete text for ads can be found in Appendix B

Ad Testing

- Advertisement text tested using KnowNow Messaging



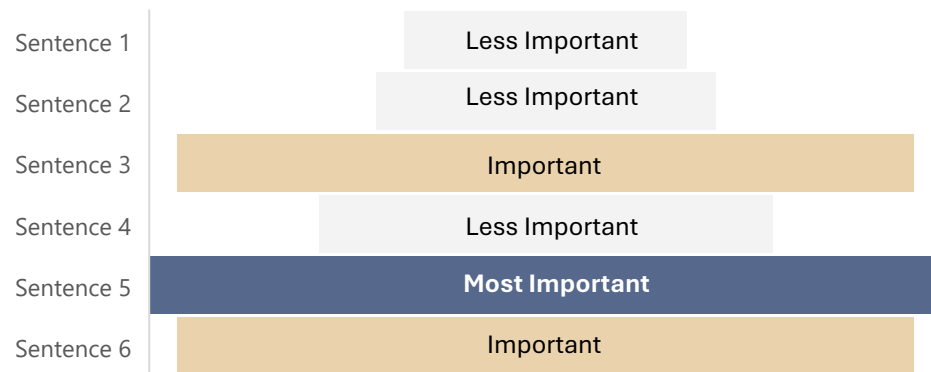
- Interest Scores obtained for each ad across both generations*



* All scores available in Appendix C

Process - Part 3

Importance Testing*



- Break down the highest-rated message from each generation into its fundamental component parts
- Assess the significance of each component in contributing to the overall appeal of the message for each generation by dividing the Interest Score of the component part by the Interest Scores of the full message

Results from Content Analysis – Generation Z Insights

✓ Key Motivations

- Environmental concerns and climate action
- Technological advancement
- Lower long-term costs
- Energy independence
- Job opportunities in the EV industry

✗ Key Concerns

- High upfront costs
- Range anxiety
- Charging infrastructure
- Limited model options

Results from Content Analysis – Younger Baby Boomer Insights

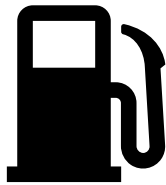
✓ Key Motivations

- Environmental concerns
- Lower operating costs
- Technological appeal
- Energy independence
- Government incentives

✗ Key Concerns

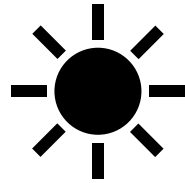
- Charging infrastructure
- Range anxiety
- Higher upfront costs
- Charging time
- Battery life and replacement costs

“Freedom
from the
Pump”



24%**

“Tech-Savvy
Meets Climate
Action”



35%**

“Cutting Edge
Technology
Meets Time-
Tested Quality”



21%**

Key themes: Technology, climate action, energy independence

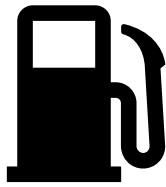
Results from KnowNow Messaging –

Top Performing
Ads* for
Generation Z

* Full text available in Appendix B

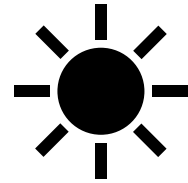
** For an explanation of the scoring system, see Appendix D

“Freedom
from the
Pump”



15%**

“Tech-Savvy
Meets Climate
Action”



16%**

“Retire in
Style”



15%**

Key themes: Technology, energy independence, retirement benefits

Results from KnowNow Messaging –

Top Performing
Ads* for Younger
Baby Boomers

* Full text available in Appendix B

** For an explanation of the scoring system, see Appendix D

Importance Testing Results – Top Performing Ad for Gen Z: Tech-Savvy Meets Climate Action

Message Component*	Importance Score	Importance Level**
Performance beast	20%	Most Important
Cutting-edge tech	18%	Most Important
Tech enthusiasts intro	10%	Important
Climate hero status	10%	Important
Tech-savvy driving	5%	Less Important
EV industry booming	5%	Less Important
Cost-effective	3%	Less Important
Charging network	3%	Less Important
Government incentives	3%	Less Important
Join the revolution	3%	Less Important

Legend: ≤ 8% = Less Important, 9%-17% = Important, ≥18% Most Important

* Complete text of message components available in Appendix D

** For Importance Testing Process, see slide 5

Message Component*	Importance Score	Importance Level**
Cutting-edge tech	36%	Most Important
Performance beast	32%	Most Important
EV industry booming	23%	Most Important
Tech enthusiasts intro	9%	Important
Cost-effective	9%	Important
Tech-savvy driving	5%	Less Important
Climate hero status	5%	Less Important
Charging network	5%	Less Important
Government incentives	5%	Less Important
Join the revolution	5%	Less Important

Legend: ≤ 8% = Less Important, 9%-17% = Important, ≥18% Most Important

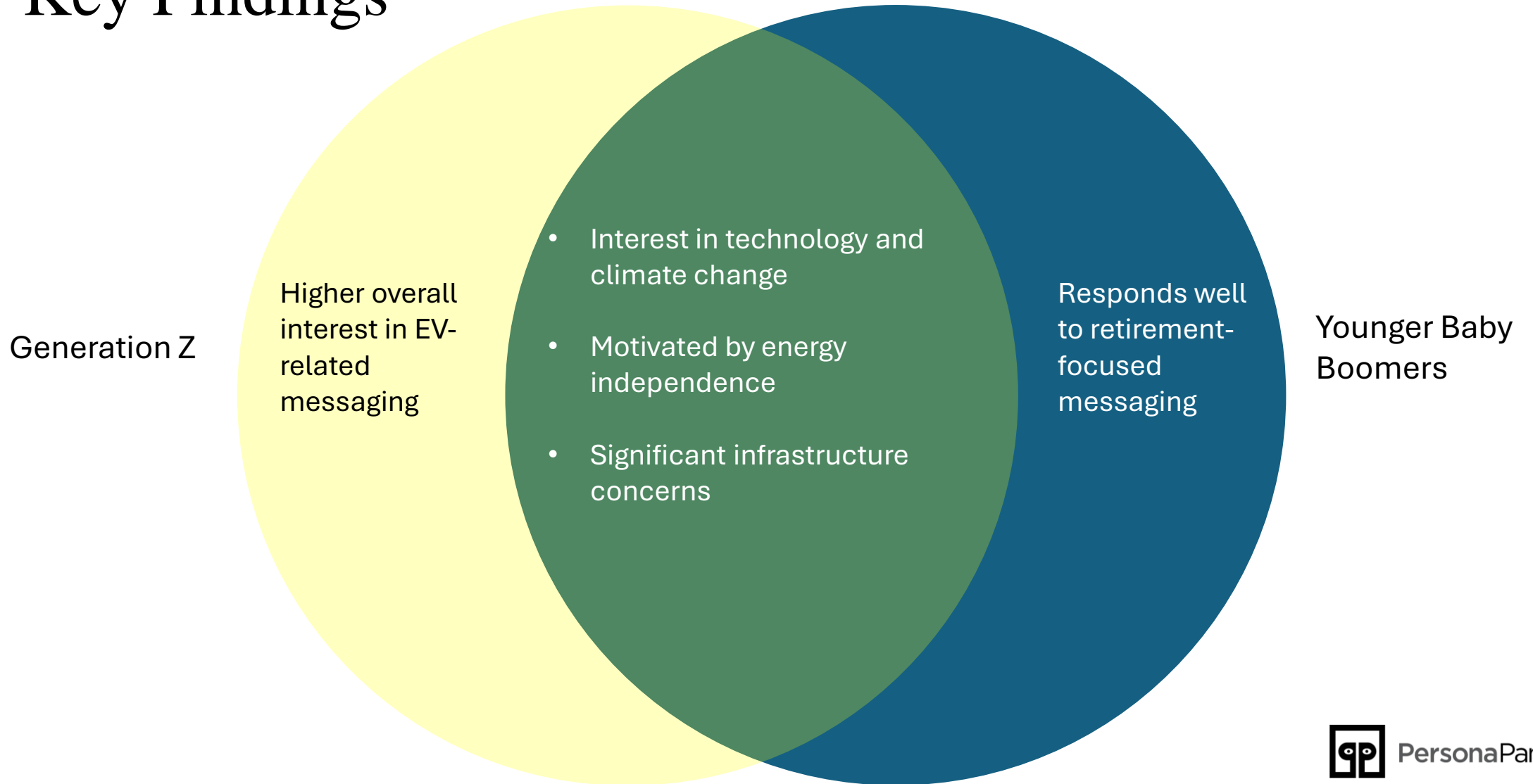
* Complete text of message component available in Appendix D

** For Importance Testing Process, see slide 5

Importance Testing Results –

Top Performing Ad for Younger Baby Boomers: Tech-Savvy Meets Climate Action

Key Findings



Conclusions and Recommendations

1

Focus on technology and environmental benefits in cross-generational marketing

2

Highlight energy independence as a key selling point

3

Address charging infrastructure concerns in marketing and product development

4

Tailor some messages specifically to each generation (e.g., career opportunities for Gen Z, retirement benefits for Baby Boomers)

5

Consider campaigns to educate about advances in EV range and charging speed



Appendices



Appendix A: Prompts Used in Claude 3.6 Sonnet

Objective	Prompt
Uncover attitudes toward Electric Vehicles (EVs) for two generations: Generation Z and Younger Baby Boomers	<p>Imagine you are a qualitative market research company with a panel comprised of people who are from Generation Z. For the last 60 days, you have asked the panel to keep track of online articles that interest them on the topic of electric vehicles. I am going to provide you with the content of those articles. Please review that content and identify the key motivations for Generation Z to adopt Electric Vehicles. What benefits do they perceive that make EVs appealing to them? What impediments do they see to adopting Electric Vehicles? Use only the articles I provide you to formulate your response. Here are the articles: (import PersonaPanels CSV download for Generation Z into Claude)</p> <p>(Repeat the same prompt for Younger Baby Boomers and download the PersonaPanels CSV download for Younger Baby Boomers)</p>
Create and test advertising messages based on uncovered attitudes	<p>Imagine you are an advertising executive. You have received analyses of positive and negative attitudes toward electric vehicles held by Generation Z and Younger Baby Boomers, respectively, from a qualitative market research company. Please create 10 ads aimed at Generation Z and 10 additional ads aimed at Younger Baby Boomers based on the analyses you have received. You are to create complete ads, not simply headlines and/or taglines. Here are the analyses: (download data created by the previous prompt)</p>

Appendix B: Full Text of Tested Ads*

Generation Z

1. Drive the Change, Be the Change: EV Revolution

Drive the Change, Be the Change: EV Revolution.

Ready to make a real impact? Electric vehicles aren't just cars – they're your personal climate action plan.

With zero emissions and cutting-edge tech, EVs are as forward-thinking as you are.

Key Features:

- Advanced infotainment systems that keep you connected
- Instant torque for thrilling acceleration
- Silent operation for a zen driving experience
- Long-term savings on fuel and maintenance.

Plus, with growing charging networks and increasing range, you can go further while leaving a smaller carbon footprint.

Government incentives make owning an EV more affordable than ever.

Join the EV movement – where innovation meets sustainability. Your future self (and the planet) will thank you.

Learn more at [website] or visit your local EV dealership today.

2. Tech-Savvy Driving Meets Climate Action: Upgrade to EV

Tech-Savvy Driving Meets Climate Action: Upgrade to EV.

Hey, tech enthusiasts and planet protectors! Ready to drive a computer on wheels that also saves the Earth?

Electric vehicles are the ultimate upgrade for our generation.

Why EVs are a Game-Changer:

- Cutting-edge tech: Over-the-air updates keep your car as current as your phone
- Climate hero status: Zero emissions mean you're actively fighting climate change
- Cost-effective: Say goodbye to gas stations and hello to lower long-term costs
- Performance beast: Instant torque for an exhilarating drive.

Plus, the EV industry is booming. By choosing electric, you're not just buying a car – you're investing in the future job market.

With an expanding charging network and improving battery tech, range anxiety is becoming a thing of the past. And don't forget about those sweet government incentives that make EVs more accessible than ever.

Join the revolution. Drive electric and be part of the solution.

Check out [website] for the latest models and to calculate your carbon savings.

Younger Baby Boomer

1. Redefine Your Drive: The EV Advantage

Redefine Your Drive: The EV Advantage. Experience the future of driving without compromising on the quality you expect. Electric vehicles offer the perfect blend of cutting-edge technology and classic comfort.

Why Switch to EV?

- Significantly lower fuel and maintenance costs
- Smooth, powerful performance with instant acceleration
- Quieter rides for a more relaxing driving experience
- Reduce your carbon footprint and support cleaner air

With improved range and expanding charging infrastructure, EVs are more practical than ever. Plus, generous government incentives make now the perfect time to make the switch.

By choosing an EV, you're not just upgrading your ride – you're investing in American innovation and supporting domestic jobs.

Visit [website] to calculate your potential savings or schedule a test drive at your nearest EV dealership. Discover why more drivers like you are embracing the electric revolution.

2. Lower Costs, Higher Standards: The EV Advantage

Lower Costs, Higher Standards: The EV Advantage.

Attention savvy drivers! Looking for a way to cut costs without cutting corners? Electric vehicles offer the smart solution you've been waiting for.

The EV Difference:

- Slash your fuel costs: Say goodbye to volatile gas prices
- Minimal maintenance: No more oil changes or complex engine repairs
- Impressive performance: Enjoy smooth acceleration and a quiet ride
- Tax incentives: Take advantage of government credits for significant savings

But it's not just about the money. By choosing an EV, you're also:

- Reducing air pollution in your community
- Supporting energy independence
- Embracing cutting-edge American engineering

With ranges now exceeding 300 miles on a single charge and a growing network of fast-charging stations, EVs are more practical than ever for your lifestyle.

It's time to drive smarter, not harder. Make the switch to electric and experience the future of driving today.

Visit [website] to compare models and find the perfect EV for you.

Generation Z

3. Zero Emissions, Infinite Possibilities: Join the EV Revolution

Zero Emissions, Infinite Possibilities: Join the EV Revolution.

Calling all changemakers! Want to make a real difference? Electric vehicles aren't just transportation – they're a movement.

Why EVs are the Ultimate Choice:

- Environmental impact: Combat climate change with every mile
- Energy independence: Break free from fossil fuels
- Innovative features: From autonomous driving to integrated apps
- Career opportunities: Be part of the fastest-growing sector in auto.

But what about practicality?

- Charging stations are popping up everywhere, from campuses to coffee shops
- Many EVs now offer 200+ miles of range
- Government incentives can save you thousands on your purchase.

Plus, with lower maintenance needs and no gas costs, you'll save money in the long run – perfect for paying off those student loans!

Don't just adapt to the future – drive it. Choose EV and electrify your impact.

Learn more and find your perfect electric match at [website].

4. Quiet Streets, Clean Air, Happy Earth: The EV Solution

Quiet Streets, Clean Air, Happy Earth: The EV Solution.

Hey, urban warriors and eco-champions! Want to make your city a better place to live? Electric vehicles are your silent superpower in the fight against noise and air pollution.

Why EVs are City Smart:

- Zero emissions: Breathe easier with every ride
- Whisper-quiet operation: Reduce noise pollution in your neighborhood
- Perfect for short trips: Ideal for urban commutes and errands
- Easy home charging: Wake up to a full "tank" every morning.

But it's not just about the environment:

- Advanced safety features protect you and pedestrians
- Smart parking assists make city life easier
- Regenerative braking extends range in stop-and-go traffic
- Many cities offer special EV parking and lane privileges.

Plus, with lower maintenance needs, you'll spend less time at the shop and more time enjoying your city.

Ready to be a urban hero? Go electric and transform your city, one silent mile at a time.

Explore EV models perfect for city living at [website].

Younger Baby Boomer

3. American Innovation on American Roads: The EV Revolution

American Innovation on American Roads: The EV Revolution.

Fellow patriots, it's time to revolutionize the way we drive. Electric vehicles aren't just a new type of car – they're a leap towards American energy independence and technological leadership.

Why Choose American-made EVs:

- Support domestic jobs and manufacturing
- Reduce reliance on foreign oil
- Experience cutting-edge U.S. engineering and design
- Enjoy government incentives for buying American

But the benefits don't stop there:

- Lower operating costs: Save on fuel and maintenance
- Impressive performance: Quick acceleration and smooth handling
- Quiet operation: Rediscover the joy of a peaceful drive
- Minimal maintenance: Spend less time at the mechanic

With ranges now comparable to gas vehicles and a rapidly expanding charging network, EVs are more practical than ever for your lifestyle.

Make a statement with your next vehicle purchase. Choose an American-made EV and drive the future of U.S. innovation.

Discover the range of American EVs at [website] and schedule a test drive today.

4. Cutting-Edge Technology Meets Time-Tested Quality: Modern Driving with EV

Cutting-Edge Technology Meets Time-Tested Quality: Modern Driving with EV.

Attention tech-savvy drivers! Remember when power windows were cutting-edge? Get ready to experience the next leap in automotive innovation with electric vehicles.

EV Tech That Impresses:

- Advanced driver-assist features for safer journeys
- Intuitive touchscreen interfaces for easy control
- Smartphone integration for seamless connectivity
- Over-the-air updates keep your car current without dealer visits

But don't worry, it's not all bells and whistles:

- Reliable performance with fewer moving parts
- Smooth, quiet rides reminiscent of luxury vehicles
- Instant torque for impressive acceleration
- Climate-controlled interiors for year-round comfort

EVs combine the best of modern technology with the quality and reliability you've come to expect. And with ranges now exceeding 300 miles on a single charge, they're as practical as they are innovative.

Experience the perfect blend of innovation and dependability. Choose EV and drive into the future with confidence.

Discover how easy it is to integrate an EV into your life at [website].

Generation Z

5. [Smart Car for Smart Generation: EV – As Connected as You Are](#)

Smart Car for a Smart Generation: EV - As Connected as You Are.

Digital natives, meet your four-wheeled match! Electric vehicles aren't just transportation – they're rolling smart devices designed for our hyper-connected world.

EV: Your New Favorite Tech:

- Smartphone integration for remote monitoring and control
- Wi-Fi hotspots keep you connected on the go
- Voice-activated controls for hands-free operation
- Real-time navigation with charging station locators.

But the smart features don't stop there:

- Predictive maintenance alerts prevent unexpected breakdowns
- Energy-efficient routing maximizes your range
- Over-the-air updates add new features without dealership visits
- Advanced driver-assist systems for safer, easier driving.

Plus, with lower operating costs, you'll have more cash for your other tech obsessions.

Ready to upgrade your ride to match your lifestyle? Go electric and experience true vehicle-driver connectivity. Explore the smartest EVs on the market at [website].

6. [Fuel Your Career, Not Your Car: EV Industry](#)

Fuel Your Career, Not Your Car: EV Industry - Where Innovation Meets Opportunity.

Attention future leaders and innovators! Looking for a career that's both cutting-edge and meaningful? The electric vehicle industry is charging full speed ahead, and we need your energy!

Why EV is the Career of the Future:

- Rapid industry growth means abundant job opportunities
- Diverse roles from engineering to marketing to sustainability
- Be at the forefront of combating climate change
- Work with cutting-edge technologies like AI and renewable energy

But it's not just about the job:

- Contribute to reducing global carbon emissions
- Shape the future of transportation and urban planning
- Collaborate with international teams on global challenges
- Potential for rapid career advancement in a booming sector

By choosing a career in EVs, you're not just securing your future – you're helping to secure the planet's future too.

Whether you're a tech wizard, a marketing guru, or a sustainability champion, there's a place for you in the EV revolution.

Ready to plug into an electrifying career? Explore job opportunities and industry insights at [website]. Your future in the EV industry starts here!

Younger Baby Boomer

5. [Freedom from the Pump: Energy Independence Starts with EV](#)

Freedom from the Pump: Energy Independence Starts with EV.

Fellow Americans, it's time to declare our energy independence. Electric vehicles offer more than just a new way to drive – they're a path to a more secure and self-reliant future.

Why EVs are a Patriotic Choice:

- Reduce dependence on foreign oil
- Support domestic energy production
- Invest in American technology and innovation
- Strengthen our national energy security

But the benefits are personal too:

- No more trips to the gas station – charge at home overnight
- Stable "fuel" costs – electricity prices are less volatile than gas
- Reduce your carbon footprint without sacrificing performance
- Lower maintenance costs mean more money in your pocket

With an ever-growing charging network and increasing ranges, EVs offer the freedom to travel without relying on foreign oil.

Make your next car a declaration of energy independence. Choose EV and fuel your drive with American power.

Calculate your potential savings and explore American-made EVs at [website].

6. [Less Maintenance, More Enjoyment: Simplify Your Driving Life with EV](#)

Less Maintenance, More Enjoyment: Simplify Your Driving Life with EV.

Attention practical drivers! Tired of constant oil changes, tune-ups, and unexpected repairs? Electric vehicles offer a simpler, more reliable driving experience that lets you focus on the road ahead, not what's under the hood.

Why EV Maintenance is a Breeze:

- No oil changes or spark plug replacements
- Fewer moving parts mean less wear and tear
- Regenerative braking reduces brake pad wear
- No transmission fluid or belt replacements

But the simplicity goes beyond maintenance:

- One-pedal driving in many models for easier operation
- Quiet operation reduces stress on long drives
- Instant heat in winter – no more waiting for the engine to warm up
- Scheduled maintenance primarily focuses on tire rotation and cabin air filters

Plus, with most charging done at home overnight, you'll save time by skipping those gas station visits.

EVs don't just simplify maintenance – they simplify your entire relationship with your vehicle. Spend less time worrying about your car and more time enjoying the drive.

Experience the joy of low-maintenance driving. Choose EV and rediscover the pleasure of the open road.

Find your perfect low-maintenance EV match at [website]. Simplify your drive, starting today!

Generation Z

7. EV: Your Ticket to a Sustainable Social Circle

EV: Your Ticket to a Sustainable Social Circle.

Hey, trendsetters! Want to make a statement and inspire your friends? Electric vehicles are more than just transportation – they're a lifestyle choice that speaks volumes.

Why EVs Are the Ultimate Social Status Symbol:

- Show off your commitment to sustainability
- Be the go-to friend for eco-friendly advice
- Start conversations about climate change solutions
- Impress with cutting-edge tech and sleek designs

But it's not just about looking cool:

- Share rides and reduce your collective carbon footprint
- Organize EV meetups and road trips
- Create content around your EV lifestyle for social media
- Network with like-minded individuals in the EV community.

By choosing an EV, you're not just changing your ride – you're influencing your entire social circle.

Ready to electrify your social life? Explore the latest EV models and join the community at [website]. Your sustainable journey starts with the turn of a key!

8. Health Conscious? Drive Electric!

Health Conscious? Drive Electric!

Attention wellness warriors! Did you know your vehicle choice impacts not just the planet's health, but yours too?

Electric vehicles are the clean air champions we need.

How EVs Contribute to a Healthier You:

- Zero tailpipe emissions mean cleaner air in your community
- Reduced noise pollution for lower stress levels
- Better air quality can mean fewer respiratory issues
- Contribute to creating greener, more livable cities.

But health benefits go beyond air quality:

- Regenerative braking encourages smoother driving habits
- Advanced air filtration systems in many EV models
- Reduced dependence on fossil fuels means cleaner water and soil
- Lower stress from decreased maintenance and fueling stops.

Choose EV and breathe easier knowing you're making a healthy choice for yourself and your community.

Ready to drive towards a healthier future? Learn more about the health benefits of EVs at [website].

Younger Baby Boomer

7. Rediscover the Joy of Driving with EV

Rediscover the Joy of Driving with EV.

Remember when driving was a pleasure, not a chore? Electric vehicles are bringing back that thrill, with a modern twist.

Why EVs Make Driving Fun Again:

- Instant torque for exhilarating acceleration
- Smooth, quiet rides for a more relaxing journey
- Advanced cruise control for stress-free highway driving
- No more gas station stops interrupting your road trips

But the joy extends beyond the drive:

- Minimal maintenance means more time on the road, less in the shop
- Regenerative braking turns stop-and-go traffic into a range-extending game
- Home charging eliminates the hassle of finding gas stations
- Over-the-air updates add new features, like getting a new car regularly

EVs combine the best of classic driving pleasure with modern convenience and technology.

Ready to fall in love with driving again? Schedule a test drive and feel the EV difference at [website].

8. Retire in Style: EVs for Your Golden Years

Retire in Style: EVs for Your Golden Years.

Planning for retirement? Make sure your vehicle choice doesn't retire your savings. Electric vehicles offer a smart, economical, and comfortable option for your golden years.

Why EVs Are Perfect for Retirees:

- Lower operating costs mean more money for what matters
- Minimal maintenance is ideal for worry-free travel
- Quiet operation enhances comfort on long drives
- Advanced safety features provide peace of mind

But the benefits don't stop there:

- Home charging means no more trips to gas stations in bad weather
- Spacious interiors are perfect for hobbies, grandkids, or mobility aids
- Instant heat and cooling for quick comfort in any climate
- Many models offer easy entry and exit for improved accessibility

Choose an EV and spend your retirement years exploring, not worrying about your vehicle.

Ready to electrify your retirement plans? Explore senior-friendly EV options at [website].

Generation Z

9. EV + Smart Home = The Ultimate Tech Ecosystem

EV + Smart Home = The Ultimate Tech Ecosystem.

Tech enthusiasts, listen up! Want to take your smart home to the next level? Electric vehicles are the missing piece in your connected lifestyle puzzle.

How EVs Integrate with Your Smart Home:

- Use excess solar energy to charge your car
- Control charging times with your smart home system
- Preheat or cool your car using your home's Wi-Fi
- Use your EV as a backup power source during outages

But the integration goes even further:

- Sync your car's AI with your home assistant
- Schedule charging during off-peak hours to save money
- Monitor your car's status through your smart home dashboard
- Optimize your home's energy usage based on your driving patterns

With an EV, your smart home extends to your driveway, creating a truly interconnected living space.

Ready to complete your tech ecosystem? Discover EV models that seamlessly integrate with smart homes at [website].

10. Drive Change: EVs and Social Justice

Drive Change: EVs and Social Justice.

Changemakers, unite! Electric vehicles aren't just about personal transportation – they're a step towards a more equitable and just society.

How EVs Contribute to Social Justice:

- Improve air quality in underprivileged communities often located near high-traffic areas
- Create new job opportunities in green technology sectors
- Reduce dependence on fossil fuels, often sourced from conflict zones
- Lower transportation costs can increase mobility and job access

But the impact goes beyond the obvious:

- Advocate for equitable distribution of EV charging infrastructure
- Support policies that make EVs accessible to all income levels
- Participate in EV car-sharing programs to increase transportation equity
- Educate others about the societal benefits of widespread EV adoption

By choosing an EV, you're driving towards a fairer, cleaner future for all.

Ready to be a catalyst for change? Learn about EV-related social initiatives and how to get involved at [website].

Younger Baby Boomer

9. Leave a Legacy: Choose EV for the Next Generation

Leave a Legacy: Choose EV for the Next Generation

As we look to the future, what kind of world do we want to leave for our children and grandchildren? Electric vehicles offer a way to invest in a cleaner, more sustainable future.

How Choosing EV Creates a Better Tomorrow:

- Reduce carbon emissions for a healthier planet
- Support the transition to renewable energy
- Encourage innovation in clean technologies
- Create green jobs for future generations

But your impact goes beyond the environment:

- Set an example of responsible consumption for younger family members
- Participate in the creation of cleaner, quieter communities
- Support energy independence for a more stable future
- Contribute to reducing air pollution-related health issues

By choosing an EV, you're not just buying a car – you're investing in the future.

Ready to make a lasting impact? Learn how your EV choice affects future generations at [website].

10. EVs: The Smooth, Quiet Ride You Deserve

EVs: The Smooth, Quiet Ride You Deserve.

After years of hard work, you deserve a vehicle that prioritizes your comfort. Electric vehicles offer a driving experience that's a cut above the rest.

Why EVs Provide Superior Comfort:

- Whisper-quiet operation for a peaceful ride
- Smooth acceleration with no gear shifts
- Advanced suspension systems for a gliding feel
- Climate-controlled interiors for year-round comfort

But comfort extends beyond the ride:

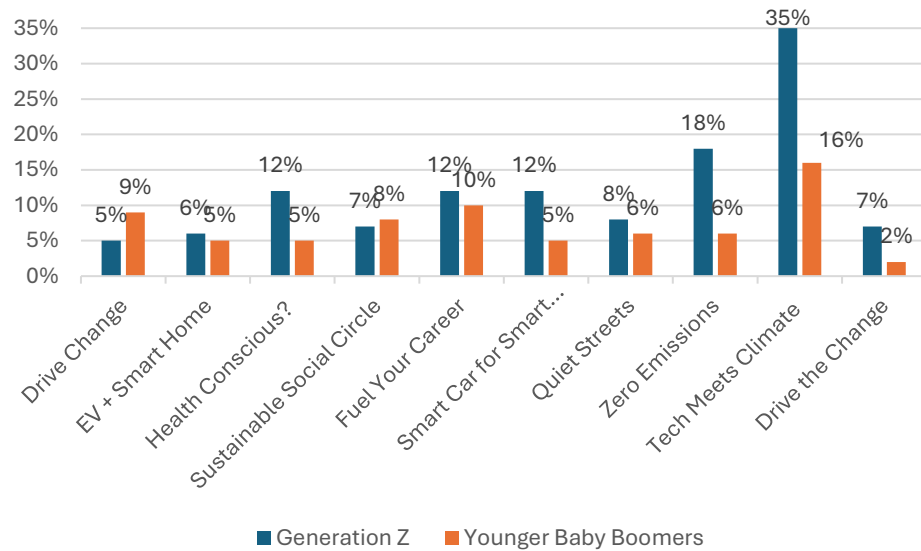
- Spacious interiors thanks to compact drivetrains
- Customizable driving modes for your preferred feel
- Reduced vibration for less driver fatigue
- Many models offer massage seats and premium sound systems

EVs don't just change how you drive – they transform your entire journey.

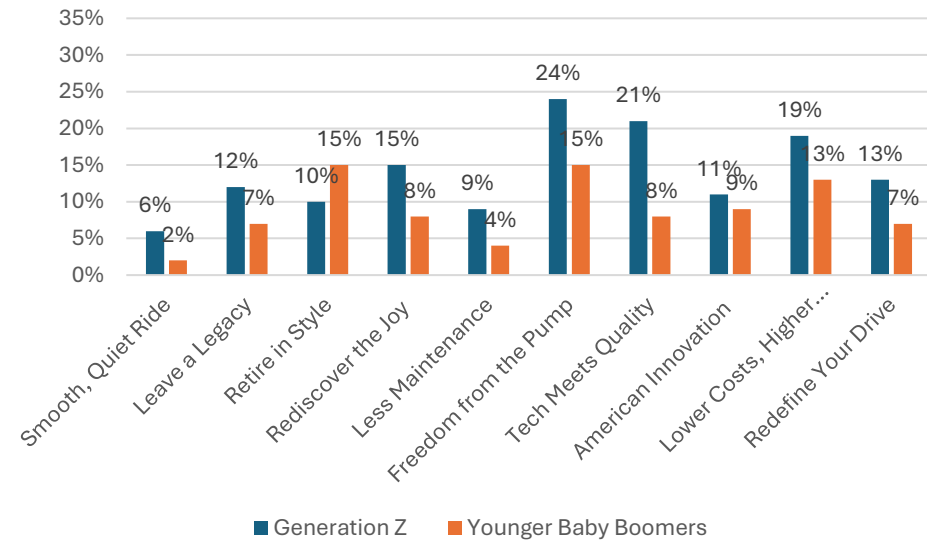
Ready to experience the pinnacle of driving comfort? Find your perfect EV match and schedule a luxurious test drive at [website].

Appendix C: KnowNow Ad Scores*

Ads created by Claude 3.5 for Generation Z, but tested with both generations



Ads created by Claude 3.5 for Younger Baby Boomers, but tested with both generations



See Appendix B for full text of ads tested

Appendix D: Explanation of KnowNow Scoring System

Synthetic Respondent's interest in a message or idea is shaped by its cumulative experiences and preferences, rather than being isolated. This implies that when evaluating a marketing campaign, a Synthetic Respondent does so within the context of its broader interests. For example, when exposed to an Electric Vehicle campaign, the Synthetic Respondent considers all its existing interests before determining its level of engagement with specific advertisements. These Interest Scores can evolve over time as the Synthetic Respondent processes new information and media. The choice of words and verbal imagery in the ads also plays a significant role in influencing these scores. In this study, the comparative Interest Scores reveal that Generation Z shows a consistently greater interest in electric vehicle advertisements compared to Younger Baby Boomers.

Appendix D: Importance Test Message Components*

Component Name	Full Text Tested
Tech –savvy driving	Tech-Savvy Driving Meets Climate Action: Upgrade to EV.
Tech enthusiasts intro	Hey, tech enthusiasts and planet protectors! Ready to drive a computer on wheels that also saves the Earth? Electric vehicles are the ultimate upgrade for our generation.
Cutting-edge tech	Why EVs are a Game-Changer <ul style="list-style-type: none"> • Cutting-edge tech: Over-the-air updates keep your car as current as your phone
Climate hero status	Why EVs are a Game-Changer <ul style="list-style-type: none"> • Climate hero status: Zero emissions mean you’re actively fighting climate change
Cost-effective	Why EVs are a Game-Changer <ul style="list-style-type: none"> • Cost-effective: Say goodbye to gas stations and hello to lower long-term costs
Performance beast	Why EVs are a Game-Changer <ul style="list-style-type: none"> • Performance beast: instant torque for an exhilarating drive
EV industry booming	Plus, the EV industry is booming. By choosing electric, you’re not just buying a car – you’re investing in the future job market.
Charging network	With an expanding charging network and improving battery tech, range anxiety is becoming a thing of the past.
Government incentives	And don’t forget about those sweet government incentives that make EVs more accessible than ever.
Join the revolution	Join the revolution. Drive electric and be part of the solution. Check out [website] for the latest models and to calculate your carbon savings.

* For Importance scores, see slides 10 & 11