

MARKETING COMMUNICATION ON THE LAUNCH OF A NEW BRAND OF ELECTRIC CAR. THE CASE OF DACIA SPRING

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Abstract:

Although the electric car market is growing and has great potential, in the context of changes adopted in more and more states regarding environmental protection, competition is already strong. Each major car manufacturer has sought to create its own electric model, which it can position as well as possible on the market, based on unique technical, functional, economic features, and the campaign to launch new products has become the key element of positioning marketing. In this context, we intend to analyse the launch campaign of the electric car bearing the brand of the Romanian manufacturer Dacia, highlighting, on one hand, the message and, implicitly, the strengths retained in positioning and, on the other hand, the main means of communication used. The article combines the use of statistical data from secondary sources to present the global and national context of the electric car market at the time of the launch of the Dacia Spring electric model and the case study based on the content analysis of the materials used in the communication campaign.

Keywords: communication, electric cars, launch campaign, Dacia Spring, world market.

JEL codes: L62, M16, M31, M37, O33