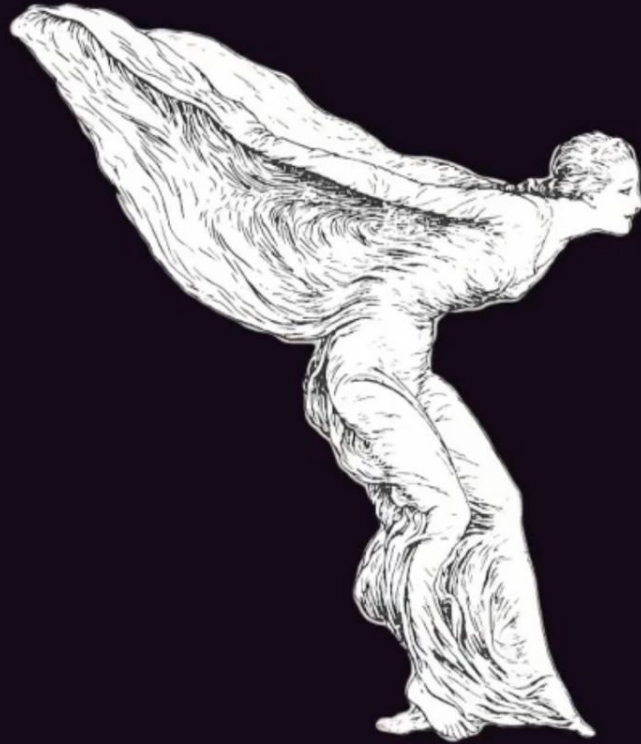


ROLLS ROYCE: THE NON-COMMERCIAL BRAND



By: Grace Nunekpeku

Limited target segment

Rolls Royce limited target segment is composed of rich and affluent entrepreneurs, elite athletes and entertainers. The brand targets people who have a very high income and chooses who their customers will be.

It was revealed in the Los Angeles Times that the brand only targets potential customers who have a liquid asset of at least \$30 million dollars.



The Rolls-Royce Boat Tail debuted by Beyoncé and Jay-Z.

Rolls Royce USP

Rolls Royce has a premium status with exclusivity worldwide.



“RR” Rolls Royce logo with The Spirit of Ecstasy (lady statue).

Exterior of a Rolls Royce.



Interior of a Rolls Royce, featuring leather seats made from bull skin.

Rolls Royce brand differentiator

Rolls Royce does not sell its cars to anyone.

Most cars come in 5 to 10 primary colours however rolls royce offers its cars in 44,000 different shades.

A painter employee is sent to the clients doorstep if they wish to change the color of the car with consent from the brand.

It takes 8 bulls to make seats for a single rolls royce. The brand makes sure that the leather used on their car seat are blemish free so they only use the skin of bulls that are raised in the cold regions of Europe where its too cold for mosquitoes to live.

Mark Court is the only man in the world who can paint pinstripes on a Rolls-Royce car.

Mark Court painting
pinstripes on a Rolls Royce.



Communication strategy

Rolls Royce uses channels like the innovation portal and Yammer network to encourage their employees to communicate with their peers and managers.

They also use 3 tactics to communicate amongst each other.

Engage - to ensure workers are motivated, and have logical and emotional connection with the workplace.

Energize - to ensure workers physical, interpersonal and emotional well- being is a good experience.

They attain this through the culture of the organization which is given through collaborative channels.

Enable- this is to make sure that employees are able to carry out what is needed to be done in an effortless and productive manner, by using technologies such like the intranet.



Website and Social Media

Rolls Royce website: https://www.rolls-roycemotorcars.com/en_US/home.htm

Instagram: @rollsroycecars

rollsroycecars

1,890 Posts 9.5M Followers 5 Following

Rolls-Royce Motor Cars
Discover #RollsRoycePhantom Syntopia
[r-rmc.com/PhantomSyntopia](https://www.rolls-roycemotorcars.com/en_US/home.htm)

Followed by fatman_gh, pistisgh and 1 other

Follow Message Email +

IG Series Spectre Spirit of RR Boat Tail Phanto

The screenshot shows the Instagram profile page for @rollsroycecars. At the top, the profile name 'rollsroycecars' is displayed with a verified badge. Below the name, the statistics are shown: 1,890 Posts, 9.5M Followers, and 5 Following. The profile picture is a circular logo featuring the Spirit of Ecstasy. The bio includes the brand name 'Rolls-Royce Motor Cars', a hashtag '#RollsRoycePhantom Syntopia', and a link to the website 'r-rmc.com/PhantomSyntopia'. Below the bio, it says 'Followed by fatman_gh, pistisgh and 1 other'. There are four buttons: 'Follow' (highlighted in blue), 'Message', 'Email', and a plus sign for more options. Below the buttons are five circular icons representing different car models: 'IG Series', 'Spectre', 'Spirit of RR', 'Boat Tail', and 'Phanto'. At the bottom, there are icons for a grid of posts, a video post, a carousel post, and a profile picture post. The main content area shows a grid of 12 images related to Rolls-Royce cars, including a car driving on a road, a car at sunset, a car at night, a close-up of the Spirit of Ecstasy, a car in a showroom, a car in a snowy landscape, a car in a desert, a close-up of a wheel, a car in a tunnel, a close-up of a headlight, a car in a showroom, a close-up of a car's interior, a close-up of a car's exterior, and a car in a snowy landscape.

rollsroycecars Follow

The screenshot shows a grid of 12 Instagram posts from the @rollsroycecars account. The posts are arranged in a 4x3 grid. The top row shows a car driving on a road, a car at sunset, and a car at night. The second row shows a close-up of the Spirit of Ecstasy, a car in a showroom, and a car in a showroom. The third row shows a car in a snowy landscape, a car in a desert, and a close-up of a wheel. The bottom row shows a car in a tunnel, a close-up of a headlight, a car in a showroom, a close-up of a car's interior, a close-up of a car's exterior, and a car in a snowy landscape.

Views on the brand



Rolls Royce is a luxury brand because the level of quality, exclusivity and high price tag. It is a powerful brand that remains consistent and innovative. This brand is well known and manages to keep its name in consumers minds without the usage of advertisement. Not only do they do this well, they do it effortlessly.

What makes this brand special is that they make do not make the cars in mass but are built only after a customer places an order.

Reference

wangmin11134. (n.d.). *Instagram png icons, Instagram logo PNG images for free download* | Pngtree. Pngtree. Retrieved March 7, 2023, from <https://pngtree.com/so/instagram>

Chapter 1: The spirit of ecstasy. Chapter 1: The Spirit of Ecstasy. (n.d.). Retrieved March 7, 2023, from https://www.rolls-roycemotorcars.com/en_US/inspiring-greatness/values/the-spirit-of-ecstasy.html#:~:text=An%20Icon%20is%20Born,liberty%2C%20and%20freedom%20from%20conformity.

Agile internal communication in Rolls-Royce. Poppulo. (n.d.). Retrieved March 7, 2023, from <https://www.poppulo.com/blog/agile-internal-communication-in-rolls-royce>

Discover some fascinating facts about Rolls Royce: Dubizzle. UAE's leading autos blog | dubizzle Cars. (2022, March 28). Retrieved March 7, 2023, from <https://www.dubizzle.com/blog/cars/facts-about-rolls-royce/>

Rolls-Royce phantom interior | *rolls-royce motor cars austin.* (n.d.). Retrieved March 8, 2023, from <https://www.rollsroyceaustintx.com/2020-rolls-royce-phantom-interior/>

Boutique. (n.d.). Retrieved March 7, 2023, from https://www.rolls-roycemotorcars.com/en_US/boutique.html

Your guide to the rolls-royce warranty - rollsroyceaustintx.com. (n.d.). Retrieved March 8, 2023, from <https://www.rollsroyceaustintx.com/finance/finance-and-insurance-information/rolls-royce-warranty-coverage/>

Agile internal communication in Rolls-Royce. Poppulo. (n.d.). Retrieved March 7, 2023, from <https://www.poppulo.com/blog/agile-internal-communication-in-rolls-royce>

Mark Court painting the Coachline. BMW Group PressClub. (2021, December 24). Retrieved March 7, 2023, from <https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub/photo/detail/P90249066/MARK-COURT-PAINTING-THE-COACHLINE>

Team, M. B. A. S. (2022, January 24). *Rolls royce SWOT analysis, competitors & USP.* MBA Skool. Retrieved March 7, 2023, from <https://www.mbaskool.com/brandguide/automobiles/4328-rolls-royce-motors.html>

Cline, A. (2021, October 7). *How much does the Rolls-Royce Boat Tail (that Beyoncé and Jay-Z might own) cost?* MotorBiscuit. Retrieved March 7, 2023, from <https://www.motorbiscuit.com/rolls-royce-boat-tail-beyonce-jay-z-might-own-cost/>

Rolls royce brand study by Niyati Chawla - ISSUU. (n.d.). Retrieved March 8, 2023, from https://issuu.com/niyatichawla/docs/rolls_royce_report_.pptx

Airey, D. (2023, February 27). *The Rolls-Royce logo, the spirit of ecstasy.* Logo Design Love. Retrieved March 7, 2023, from <https://www.logodesignlove.com/rolls-royce-spirit-of-ecstasy>