

# Rivian Brand Signals Presentation

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**RIVIAN**

# Brand Essence Summary



- Rivian promises to develop electric vehicles that are suitable and inspiring for the modern explorers who care about moving towards a progressive and sustainable world.
- “To build the kind of future our kids and our kids’kids deserve”. Requiring industries to come together in ways like they have never before to help create solutions to shift the mindsets of the consumers and persuade other companies to change ways of operations.
- "The scale of the challenge is enormous, but we're lucky to be a part of this – to be able to help solve how we shift our planet's energy and transportation systems entirely away from fossil fuel." - RJ Scaringe Founder and CEO

# Positive Brand Signals



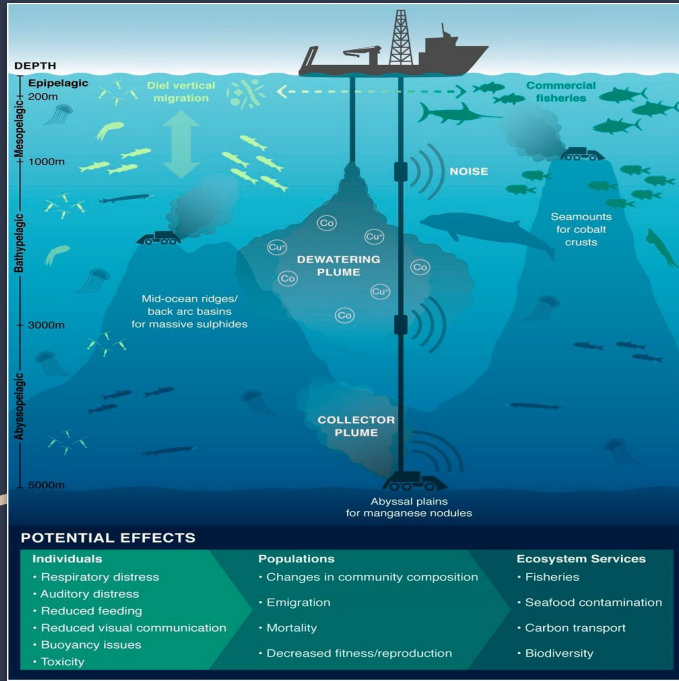
- 1.) **Rivian exists to combat climate change**
  - a.) Rivian has switched over to electric vehicles
  - b.) They will build a \$5 billion electric truck plant in Georgia, which will employ and bring more climate jobs to Georgia, but also the creation of more green technologies can happen.
  - c.) More Electric Vehicles = Cleaner air
  
- 2.) **Rivians Forever Fund**
  - a.) Rivian is putting 1% of its equity into a fund to protect the wilderness
    - i.) Think about the future and keeping a promise for the bigger picture. Preserving the environment for generations to come.
    - ii.) Explore the world in a healthier way.
    - iii.) Leave an impact on the planet that means more than just the vehicle.

# Negative Brand Signal

## **Lithium Iron Phosphate batteries bought from Samsung SDI Co.**

- Extremely labor intensive mining process
- Child labor used for mining in Africa
- Contaminates water supply
- Mining leads to:
  - Soil degradation
  - Water shortages
  - Biodiversity loss
  - Damage to ecosystem functions
  - An increase in global warming

# Recommendation for Improving the Negative



- **Rivian should adopt a policy and publicly advocate towards stopping deep seabed mining.**
  - Deep seabed mining can spread toxic heavy metals that affect people, but also sea life. Especially, because the deep sea is so unknown and we don't have enough understanding on it.
  - The deep sea plays an important role in regulating the climate
  - Mining in the deep sea can destroy sea habitats and introduce toxic chemicals.

# Next Steps



- Our next steps to eliminate the negative response from seabed mining would be to:
  - Implement a brand campaign that shows how Rivian gets its minerals to make their batteries.
  - Create a group of scientists that will lead the sustainability part of our company.
    - This group will include Geologists to help explain how these minerals and precious metals create a battery.
  - Creating a group of sustainable brand ambassadors that will make digital media content on different sites like: Youtube, Twitter, and Tik Tok.

# Strong Perspective

Overall, our main findings are to make Rivian a brand that sticks with its promise to make a great world for the next generation of children—helping global warming by stopping seabed mining that impacts our health and the sea itself. Creating batteries with a group of scientists leads to the sustainability of being part of our company. These can make "Rivian" a brand that many consumers and companies want to work for and be part of the community.