

RESEARCH OUTLINE



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WISK AERO

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# WISK AERO

**PROJECT NAME:** Advancing Horizons: The Future of Urban Air Mobility

**TIMELINE:** August 22 – December 9

<b>BRAND PERSONALITY:</b>	<p>Wisk Aero is defined by its commitment to innovation, safety, and sustainability in urban air mobility. Wisk is trustworthy, friendly, and always thinking ahead. As a leader in autonomous electric flight, Wisk is dedicated to creating inclusive, impactful, and forward-thinking transportation solutions, ensuring that everything they do is built with safety in mind.</p>
<b>BRAND PROMISE:</b>	<p>Wisk Aero promises to transform urban travel with safe, all-electric air taxis designed for everyday use. Focused on reliability and eco-conscious travel, Wisk aims to provide an efficient, sustainable alternative for urban commuters, reducing congestion and environmental impact. Wisk understands that it is important to maintain trusted relationships with its consumers and investors.</p>
<b>BRAND OVERVIEW:</b>	<p>With its autonomous, all-electric air taxis, Wisk Aero is a trailblazing advanced air mobility startup committed to revolutionizing urban transportation. Wisk is united under a goal of making air travel affordable and sustainable by revolutionizing busy commutes and offering cities around the world a quicker, greener option. With effective, environmentally friendly urban mobility solutions, Wisk hopes to connect communities and ease traffic by creating a safe, everyday flying experience.</p>
<b>VISION STATEMENT</b>	<p>Wisk Aero envisions a world where advanced air mobility reshapes urban landscapes, empowering individuals and communities with smarter, greener transportation solutions</p>

# Product Description



## PRODUCT POSITION

As a fully owned subsidiary of Boeing, Wisk Aero plays a pivotal role in advancing Boeing's vision for the future of urban air mobility. The Generation 6 aircraft exemplifies this commitment by integrating autonomous flight capabilities and sustainable design, aligning with Boeing's broader strategy to innovate and lead in the aerospace sector. Wisk's focus on autonomous eVTOL technology complements Boeing's extensive expertise in aircraft development, testing, and certification, positioning the company at the forefront of next-generation aviation solutions.

## TEST FLIGHT DATA

Wisk Aero has conducted over 1,750 test flights across multiple generations of aircraft, demonstrating a steadfast commitment to safety and reliability. These extensive testing efforts have been instrumental in refining the autonomous systems and ensuring the Generation 6 aircraft meets rigorous safety standards. Notably, in July 2023, Wisk completed the world's first public demonstration flight of a fully autonomous eVTOL fixed-wing air taxi at EAA AirVenture, marking a significant milestone in the journey toward commercial operations.

## PRODUCT

Wisk Aero's Generation 6 aircraft is a fully electric, autonomous eVTOL (Electric Vertical Takeoff and Landing) vehicle designed to revolutionize urban transportation. This cutting-edge air taxi offers a sustainable and efficient alternative to traditional ground commutes, aiming to alleviate urban congestion and reduce travel times. With a capacity to carry four passengers, the Generation 6 aircraft operates autonomously, ensuring safety and reliability through advanced technology and continuous human oversight.



# 138 MPH

Cruise Speed

# 90 MILE

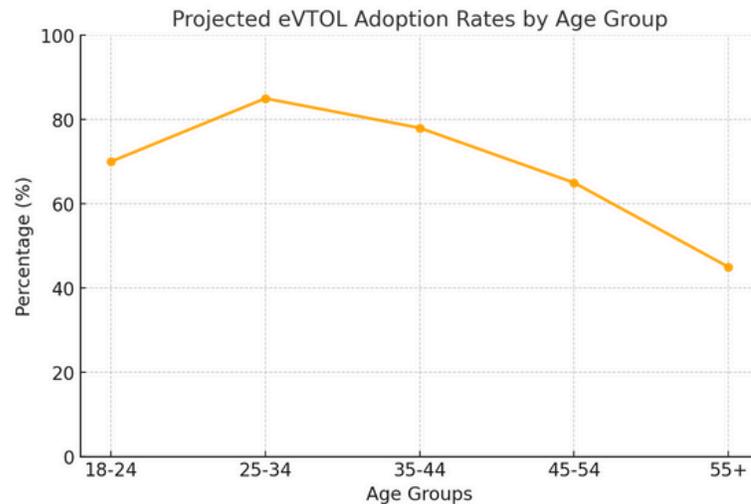
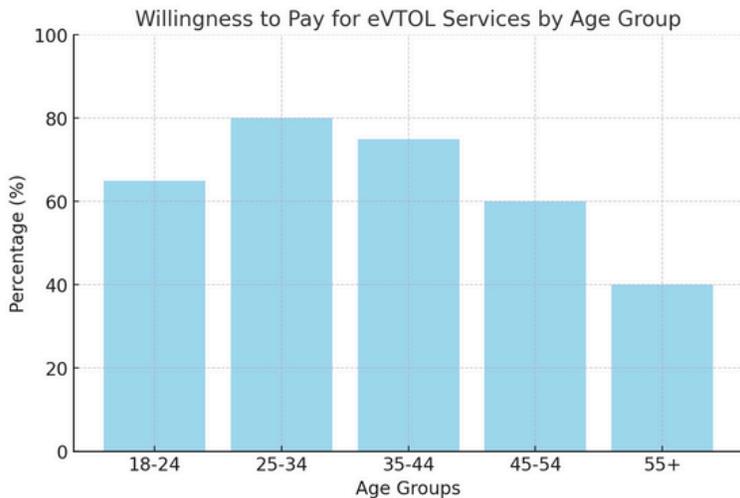
Range

# CONSUMER PROFILE

**"safe, everyday flight for everyone"**

## CURRENT CONSUMER

Wisk Aero's primary demographic includes urban professionals aged 25 to 55 with higher incomes, looking for efficient travel options. These tech-savvy, eco-conscious individuals prioritize convenience, often commuting for work and looking for constancy. As early adopters of new technology, they look for innovation and sustainability, favoring brands that reflect their commitment to environmental values. Wisk Aero appeals to those who look for reliable travel that fits their fast-paced lifestyles. Wisk's target demographic are all consumers seeking an efficient, sustainable, and cost effective way to travel.



data retrieved from NASA (2019) Urban Air Mobility Market Study (5)

These charts highlight key insights into the target market for eVTOL services. The bar chart shows that the highest willingness to pay is among individuals aged 25–34, reflecting their openness to adopting innovative transportation solutions and their capacity to afford premium services. The line chart further emphasizes this demographic as the leading group in projected adoption rates within the first year of availability, showcasing their alignment with eVTOL's promise of efficiency and innovation. While younger professionals (18–24) and mid-career individuals (35–44) also show strong potential, the trend decreases slightly among older age groups, likely due to generational differences in adopting new technologies. These findings suggest that Wisk Aero should focus its marketing efforts on tech-savvy, high-income urban professionals who prioritize convenience, speed, and sustainability in their travel choices.

# MARKET POSITION

To urban commuters and eco-conscious travelers, Wisk Aero is the brand of sustainable air mobility solutions that provides safe, efficient, and environmentally friendly air travel because it leverages cutting-edge autonomous electric technology to transform urban transportation.

## MARKET STRENGTH

As a fully-owned subsidiary of Boeing, Wisk benefits from Boeing's vast expertise in aircraft development, testing, and certification. In 2022, Wisk came out with its sixth-generation Electric Vertical Take-off and Landing (eVTOL) aircraft, designed to carry four passengers autonomously, marking a significant milestone in the industry. With over 1,750 test flights completed, Wisk is advancing toward commercial operations, aiming to offer safe, efficient, and sustainable urban air mobility solutions. Wisk Aero leads the market in autonomous eVTOL technology, with its Generation 6 aircraft poised to become the first FAA-certified fully autonomous commercial aircraft. While competitors such as Joby and Archer focus on piloted eVTOL solutions, Wisk distinguishes itself through its scalability and safety-first approach. Despite potential competitors entering the market first, Wisk's commitment to long-term innovation ensures it will be the first to achieve significant scale in urban air mobility.

## MARKET ADVANTAGE

Supported by Boeing and venture capital firm Kitty Hawk, Wisk Aero uses significant resources, contacts, and industry knowledge to propel technological innovation. Wisk improves efficiency and safety by using autonomous flight technology that does not require a human pilot. Active engagement with the FAA positions Wisk for a first-mover advantage as eVTOL regulations evolve, and a recent partnership with Verocel, a company that specializes in ensuring software used in critical systems—like cars, airplanes, and medical devices—is safe and reliable, strengthens its capabilities in safety-critical software. Wisk is leading the way in urban air mobility and opening the door for successful autonomous air taxi operations.

## MARKET WEAKNESS

As Wisk develops so does Urban Air Mobility which poses a real concern for the company. The market is becoming increasingly crowded with numerous competitors, including established aerospace firms and startups, making it challenging to maintain a competitive edge. Additionally, despite technological advancements, widespread adoption may be slowed by customer skepticism regarding the safety and dependability of autonomous air travel. Wisk must strike a balance between innovation and customer trust as it negotiates a more unpredictable and competitive environment.

# COMPETITORS



## Joby Aviation

Founded in 2009, Joby Aviation is a pioneer in the eVTOL space, focusing on sustainable urban air mobility. Their flagship aircraft is designed for short-distance travel within cities, offering a fast, efficient, and environmentally friendly alternative to traditional transportation. Joby has completed over 1,000 test flights and secured notable partnerships (4), including an agreement with Uber to integrate eVTOL services into ridesharing platforms. The company aims to launch commercial operations by 2025, emphasizing safety and scalability in its piloted designs (4). Joby is setting itself apart with a focus on ridesharing integration.

## VERTICAL

## Vertical Aerospace

Founded in 2016, Vertical Aerospace is a UK-based eVTOL manufacturer aiming to revolutionize urban air mobility. Their flagship model, the "VX4," is a piloted air taxi designed for city-to-city and inner-city travel, featuring zero-emission electric propulsion (7). Vertical Aerospace has garnered significant interest from commercial partners, including American Airlines, and is actively conducting test flights to prepare for commercial operations. Vertical's focus on partnerships aligns its services with global carriers.

## Acher Aviation



Founded in 2018, Archer Aviation is a leader in developing all-electric vertical takeoff and landing aircraft (1). Their primary model, the "Midnight," is designed for short urban trips, emphasizing noise reduction and sustainability. Archer has partnered with United Airlines, which has pre-ordered 200 aircraft, aiming to connect cities and airports seamlessly (1). While Archer's aircraft are currently piloted, the company envisions integrating autonomous capabilities in the future. Archer's partnership with United Airlines boosts its credibility.

## Evation Aircraft



Founded in 2015, Eviation is focused on electric aircraft for regional air mobility rather than urban eVTOL solutions (3). Their flagship aircraft, "Alice," is a fully electric plane designed to carry nine passengers and two crew members on zero-emission flights (3). Eviation emphasizes innovation and sustainability, aiming to redefine regional aviation with quieter, more environmentally friendly solutions. Eviation redefines regional air mobility with its fully electric aircraft.

Wisk Aero stands apart by being fully autonomous, setting a new standard in urban air mobility. Unlike competitors with piloted or semi-autonomous systems, Wisk's AI-powered aircraft navigate safely and efficiently without human intervention. This reduces operational costs and simplifies fleet management, making scalable air mobility more affordable. Wisk's design accelerates the adoption of sustainable eVTOL aircraft, driving eco-friendly urban transport. Ultimately, Wisk is in the developmental stage shaping the future of on-demand, autonomous air travel.



# REASONS TO BELIEVE

## Differentiated Core Benefit:

Wisk Aero is the trailblazer for autonomous travel setting a new standard for safety and reliability.

### Emotion

Wisk Aero inspires trust and optimism by presenting a vision of a greener, safer, and more efficient future through its all-electric, zero-emission air taxis. Backed by rigorous safety testing and strong partnerships like Boeing, Wisk addresses consumer skepticism and ensures reliability. By positioning its technology as accessible for everyday use, Wisk fosters a sense of inclusivity and empowerment, resonating with eco-conscious individuals who value innovation and sustainability in their choices.

### Functional

Wisk Aero's autonomous air taxis offer quick, efficient commutes that reduce congestion and eliminate the need for piloted systems, making urban travel more convenient. Its cost-effective design lowers operational expenses, providing affordable options for consumers, while its first-to-market approach in fully autonomous eVTOL technology ensures reliability and industry leadership.



# CREATIVE BRIEF

## CONSUMER PROBLEM

Urban professionals are seeking efficient and sustainable transportation solutions but are unfamiliar with Wisk Aero's unique value proposition. The lack of differentiation from competitors like Joby and Archer, which offer piloted solutions, leaves potential customers unaware of Wisk Aero's advantage as the first fully autonomous eVTOL air taxi.



## TARGET MARKET

OUR TARGET MARKET INCLUDES TECH-SAVVY URBAN PROFESSIONALS AGED 25-55 WITH HIGHER INCOMES. THESE INDIVIDUALS PRIORITIZE CONVENIENCE, INNOVATION, AND SUSTAINABILITY. THEY ARE EARLY ADOPTERS WHO SEEK MODERN SOLUTIONS TO THEIR FAST-PACED LIFESTYLES AND ARE ENVIRONMENTALLY CONSCIOUS, VALUING BRANDS THAT REFLECT THEIR ECOLOGICAL COMMITMENT.



## KEY MESSAGE

Wisk Aero is transforming urban mobility with autonomous, all-electric air taxis that are safer, more efficient, and sustainable. By eliminating the pilot, Wisk's AI-powered system removes human error, enhances precision, and operates with greater reliability. This technology processes data in real time, ensuring faster, more accurate responses to changing conditions, while also reducing energy consumption. Backed by rigorous testing and adhering to top safety standards, Wisk's autonomous air taxis offer a cleaner, safer alternative to traditional transport, constantly improving through AI to deliver a more sustainable future.

## STRATEGY

THE CAMPAIGN WILL BE BRAND-CENTRIC FOCUSING ON HOW THE INNOVATIVE AIR TAXIS WILL WORK IN CUSTOMERS' LIVES WHILE POSITIONING WISK AS A TRAILBLAZER IN ADVANCED AIR MOBILITY. ADDITIONALLY HIGHLIGHTING BENEFITS SUCH AS REDUCED TRAVEL TIMES, ENVIRONMENTAL IMPACT, AND CUTTING-EDGE TECHNOLOGY.

# BIG IDEA

"ABOVE THE ORDINARY"

# INFLUENCER MARKETING

## UTILIZING INFLUENCER MARKETING

To increase brand awareness and generate excitement about Wisk Aero's autonomous air taxis, we will strategically collaborate with influencers who align with our brand values of innovation, sustainability, and cutting-edge technology. Our influencer marketing campaign will focus on two primary categories:

### TECH ENTHUSIASTS & INNOVATORS

WE WILL PARTNER WITH WELL-KNOWN TECH INFLUENCERS AND FUTURISTS WHO ARE TRUSTED VOICES IN ADVANCED TECHNOLOGY, SMART CITIES, AND URBAN INNOVATION. THESE INFLUENCERS CAN CREATE IN-DEPTH REVIEWS, FIRST-LOOK EXPERIENCES, AND BEHIND-THE-SCENES CONTENT SHOWCASING HOW WISK AERO IS TRANSFORMING URBAN MOBILITY.



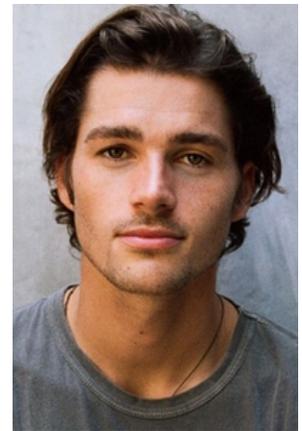
MARQUES BROWNLEE (MKBHD) - KNOWN FOR HIS TECH REVIEWS AND DEEP DIVES INTO EMERGING TECHNOLOGIES.



JUSTINE EZARIK (IJUSTINE) - A TECH-FOCUSED CONTENT CREATOR WHO COMBINES LIFESTYLE AND TECHNOLOGY SEAMLESSLY, APPEALING TO A WIDE AUDIENCE.



LEAH THOMAS (@GREENGIRLLEAH) - AN ENVIRONMENTALIST FOCUSED ON ECO-CONSCIOUS SOLUTIONS.



JACK HARRIES - A FILMMAKER AND ACTIVIST KNOWN FOR PROMOTING SUSTAINABLE LIVING AND CLIMATE ACTION.

### SUSTAINABILITY ADVOCATES

SINCE WISK AERO'S CORE OFFERING IS ECO-FRIENDLY TRANSPORTATION, COLLABORATING WITH SUSTAINABILITY INFLUENCERS WHO ADVOCATE FOR GREEN TECHNOLOGY AND INNOVATION WILL STRENGTHEN OUR POSITIONING AS A LEADER IN SUSTAINABLE TRAVEL. THESE INFLUENCERS CAN HIGHLIGHT WISK AERO'S ZERO-EMISSION TRAVEL AND ENVIRONMENTAL BENEFITS.

## WHY THESE INFLUENCERS?

Reach our target demographic: These influencers have large followings of urban professionals, tech-savvy early adopters, and eco-conscious individuals aged 25-55.

Build credibility and trust: Their expertise and authority in their respective niches will help address any skepticism about autonomous air travel, ensuring Wisk Aero is perceived as a trustworthy and forward-thinking brand.

Drive engagement through authentic storytelling: Influencers will create engaging, personalized content that highlights the unique experience of using Wisk Aero's air taxis, emphasizing benefits such as convenience, safety, and environmental impact.



# Above the ORDINARY

THE GENERATION 6  
IS A FULLY

AUTONOMOUS  
ALL-ELECTRIC

WISK AERO- AIR TAXI



# Where and Why?

**We recommend placing the ad in airport lounges, as they are frequented by Wisk Aero's ideal audience: business travelers, innovators, and early adopters of technology. Displaying the ad as a physical poster or within travel magazines provided in lounges ensures maximum visibility and interaction, as these materials are readily accessible to all visitors in a setting that aligns with innovation and premium experiences.**

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