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LUDICROUS FEED

Ludicrous Feed is a Sydney-based YouTube channel showing daily life as an Australian family with an electric vehicle.

Tom and Joy provide straightforward candid insights into key issues around EV adoption such as vehicle range, charging infrastructure and road trip planning.

The channel started in 2018 after Tom purchased his Tesla Model S. The weekly live stream provides an opportunity for audience members to engage with others from the EV community as well as to stay up to date with the latest industry news. They also have a Tesla Powerwall 2 coupled with rooftop solar and together have reviewed many other electric vehicles for the channel including brands such as BYD, Geely (Polestar, Volvo, Zeekr, Smart), Hyundai Motor Group (Hyundai, Kia, Genesis), SAIC (MG, LDV), GWM, Stellantis (Leapmotor, Peugeot, Fiat, Abarth, Jeep), VW Group (Cupra, Skoda), BMW Group (Rolls Royce, Mini), GM (Cadillac), Ford, Toyota, Subaru, Nissan, Renault, Xpeng, Chery and Deepal.

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50% Australian viewers
85% 25-65 years | 95% male
6% Click Through Rate