



Corporate Brand Campaign for Jaguar Land Rover



By Geeta Sundaram

Corporate Brand Campaign for Jaguar Land Rover

Further to my document in which I had shared my thoughts on the corporate branding strategy for Jaguar Land Rover, I am now sharing my ideas for a brand campaign for JLR that will seek to position it as the British luxury sports classic that will drive us to a connected, clean and safe future.

Before I do so, I would like to touch upon the brand positioning statement for JLR once again, along with the brand promise as well as the rationale that supports the promise.

Brand positioning for JLR:

Jaguar Land Rover is the British luxury sports classic that is committed to driving us to a cleaner, more connected and safe future.

Brand promise of JLR:

Jaguar Land Rover takes you to the future of mobility in a clean, more connected and safer way.

Rationale:

- Maker of vehicle brands, Jaguar and Land Rover, both British luxury sports classics
- One represents the jet-age commute and the other takes you beyond
- £ 150 m Investment in National Automotive Innovation Centre in Coventry, England
- New electric and other technologies of the future being developed
- Launch of Jaguar I-Pace in the US going head-to-head with Tesla
- New launches of Range Rover Defender, Evoque and others
- Launch of mobility subscription service in UK
- Developing autonomous vehicle technologies with Waymo of Google
- Part of Tata Motors, a large Indian conglomerate with significant operations in India
- Tata Motors exhorts people to keep journeying ahead

Objective of the corporate campaign for JLR:

To let the target audience for JLR vehicles, leading opinion-makers and governments in the key markets know that Jaguar Land Rover, as the maker of brands, Jaguar and Land Rover, intends to lead the way into the future of mobility that is connected, electric and safe.

Campaign Ideas for JLR corporate brand:

Since the automobile industry is still being shaped by technological disruptions and new inventions, it will be a while before the world settles down to a standardised mode of private transport. Besides, with mobility as a service too likely to gain traction in the next few years, not everyone even in the luxury segment might prefer private transport.

Keeping these transitions in mind, the idea for the corporate campaign for JLR, I believe, should present the future of mobility in ways that people can understand, relate to, and aspire for. And it should establish Jaguar Land Rover as the company leading the change, for the better.

Creative idea for the corporate campaign:

To portray JLR's vision of the future of mobility through the thrill of road travel simplified and enhanced by technology.

The idea is to make people feel that they can still experience the joys of road journeys, and help their cities, countryside, climate, and economies, benefit hugely, without their having to wade through reams of technical jargon or change very much in their outlook on road travel.

The campaign comprises three television commercials and a series of print adverts. The films are meant to evoke the thrill of road journeys, with the surprising element that JLR introduces to take their driving experience a few notches higher.

TV Advert #1 (Symphony of Motion):

Film opens on a fine morning outside a country manor. We hear birds in the air and there's a fine breeze blowing. We zoom in to a Jaguar F-Pace parked outside, filled with a family that is just about to set off for somewhere.

We then have a series of shots that suggest motion.

Motion. And pure emotion.

A landscape whizzing by, reflected in the car's exterior.

Reflection of tree branches as they move across the windscreen.

A water splash in a nearby pond.

The scrunch of leaves under the wheels of the car, while other leaves swirl in the air and fly away.

A bird flitting by.

And so on.

The music is western classical with a contemporary touch, composed to heighten the sense of motion.

The words (supers) evoke the feeling behind these movements in order to capture the joy of just being out and on the road. Of the freedom of movement. With a female voice over coming on towards the end of the film.

We then dissolve to a beautiful country garden setting (typical of Britain) against the soft light of the late afternoon sun.

As the family steps out of the car, we see the father (or perhaps, the mother) who was driving, receive a notification on her mobile phone.

We see the car's dashboard which has plenty of electronic gadgetry lit up. And a message appears: Distance covered 248km. Time taken: 2 hours, 28 minutes.

Change of route for return journey recommended.

End on family walking away from us, silhouetted against the sun on a beautiful landscape.

Jaguar Land Rover logo and tagline appear as supers.

Jaguar Land Rover

Always arrive future perfect

Script as supers

The rustle of the morning

Meets the bustle of the day

Swish, swoosh, scrunch

Flit, Splash, Gush.

FVO: We Britons can treat the earth as our playground because of Jaguar Land Rover.

Ready to add a beep and a connection crackle?

Film Advert #2 (Out of this world):

Film opens on a Range Rover emerging from an underground car park in a city. We see a few men and women inside, and sets of skis on the roof of the vehicle, as it sets off on the city street. It's morning, it's winter and it's dazzlingly white and beautiful.

Dissolve to this Range Rover driving up a mountain range. As it reaches a treacherous turn on a cliff-like precipice, we cut to a shot of a skier actually fly down a ski-slope. This to create the feeling that the Range Rover takes you anywhere you want to go, from where you are free to fly, leap, ski, plunge, or whatever else it is that gives you pleasure, as a road traveller.

A series of similar such heart-in-the-mouth scenes follows, where a Range Rover drives to a particular spot, from where we cut to a scene where viewers are expected to make the mental and physical leap required.

The music is western classical yet contemporary, composed to accentuate the heart-stopping moments. This is juxtaposed with words from conversations normally heard on long road journeys.

"Are you sure we're not lost?"

"How much longer, before we get there?"

And others to similar effect.

Film ends on the set of friends in the first Range Rover we saw, standing on top of a ski slope, enjoying a gorgeous view of a setting sun. They look like they've had a lovely day.

One of them receives a notification on his mobile phone. He smiles and shows the message to his friends:

"Return road blocked due to landslide. Suggest delaying return."

The friends smile, shrug and do a high-five.

Jaguar Land Rover logo appears with the tagline as supers.

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Script as supers

"Are you sure we're not lost?"

"How much longer, before we get there?"

“Which is the better route to take?”

FVO: Get ready for a whole new language on road trips.

Jaguar Land Rover electrifies and connects you to the future.

TV Advert #3 (Sky-roof)

Film opens inside a Jaguar XJ (whichever model has a large sun-roof) gliding through a city. We (camera and viewers) are inside it looking upwards at the sky, as it changes. The feeling this film is meant to evoke is that of luxury, of being on a flight

We first glimpse a clear blue sky. Then light clouds drift by.

The sun glints, blinding us with its dazzling light.

Soon we see the higher floors of skyscrapers float by, creating a rather surreal feeling.

Then a few birds fly overhead

Tree-tops whiz by.

This is followed by a shower of flowers, or confetti.

The music is western classical with a contemporary touch. Along with these changing skies through the sun-roof, supers appear that describe the benefits of future mobility.

Clean

Connected

No rush-hour

And so on.

The film ends on a scene of the Jaguar pulling up outside a concert-hall. A couple, dressed for the occasion step out and watch the car automatically turn into the basement car park, before they go into the auditorium.

The Jaguar Land Rover logo and tagline appear as supers.

Jaguar Land Rover

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Script as supers

Clean

Connected

No rush-hour

FVO: Soon, road travel will be more about travel and less about the road.

Thanks to Jaguar Land Rover's drive-by-wire technology.

Print campaign:

The corporate campaign for Jaguar Land Rover in print should ideally appear only in leading international business newspapers and magazines.

In print, we communicate the same idea of dramatizing the future of mobility in simple, yet surprising ways. Here, we have the advantage of sharing a little more information and since car buyers – especially luxury car buyers – do like to read more about cars, we can give them more of a glimpse into the future of mobility as JLR sees it.

Print Advert #1:

Headline: When future perfect is more than a figure of speech.

Copy:

“Where are we now?”

“How much longer before we reach?!”

“Are you sure this is the best route?”

Get ready to banish such conversations while driving. And arm yourself with a whole new language for road journeys. Because the future of mobility is not just going to be electric, it will be connected and shared.

Besides, it will be luxurious. Because Jaguar Land Rover is preparing itself to take you to just such a world. With a £ 150 million investment in Britain's National Automotive Innovation Centre at Coventry, in collaboration with Warwick University, our engineers are at the forefront of cutting-edge automotive technology.

Our next-generation electrical architecture EVA-2 is always connected to the cloud via 4G and WiFi. What's more, SOTA – software over the air technology –

allows updates to be delivered in real time. Advanced driver assistance systems take us one step closer to autonomous vehicles. We already have smart sensors that keep you in your lane, at a safe distance, and that intervene to avoid accidents.

Jaguar Land Rover has also introduced Pivotal, mobility as a subscription service, in the UK because we see that as the future. Luxury road travel without the hassle of ownership.

Welcome to Jaguar Land Rover's Future-Perfect world of emission-free, congestion-free, accident-free road travel.

Trust the British luxury sports classic to set you free to create your own new driving vocabulary.

Jaguar Land Rover

Always arrive future perfect

Print Advert #2:

Headline: When road travel will be less road, more travel.

Copy:

Imagine not having to worry about taking the best route to your destination. Or about driving too close to another vehicle. Or about changing lanes at the right time.

Soon, road journeys will be less about driving tedium and more about the thrill of exploration. Because the future of mobility is not just going to be electric, it will be connected and shared.

You will know the best route, before you even start driving. Your car or SUV will even warn you of routes that are blocked by too much traffic or an accident or a natural disaster. All the information you never thought you needed will be on your navigation screen.

Besides, it will be luxurious. Because Jaguar Land Rover is preparing itself to take you to just such a world. With a £ 150 million investment in Britain's National Automotive Innovation Centre at Coventry, in collaboration with Warwick University, our engineers are at the forefront of cutting-edge automotive technology.

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Jaguar Land Rover has also introduced mobility as a subscription service in the UK with the launch of Pivotal, because we see that as the future. Luxury road travel without the hassle of ownership.

Welcome to Jaguar Land Rover's Future-Perfect world of mobility. Many ideas for an emission-free, congestion-free, accident-free world of luxury road travel.

Trust the British luxury sports classic to set you free to explore your world on your own terms.

Jaguar Land Rover

Always arrive future perfect

Print Advert #3:

Headline: When you can drive as if the earth is your playground.

Copy:

Drive all you want without having to worry about emissions. Or causing congestion in our cities. Or more road accidents.

Because the future of mobility is already hybrid-electric and fully electric. What's more, they will be increasingly connected. You will know the best route, avoiding those that are blocked by too much traffic or an accident or a natural disaster.

Besides, it will be luxurious. Because Jaguar Land Rover is preparing itself to take you to just such a world. With a £ 150 million investment in Britain's National Automotive Innovation Centre at Coventry, in collaboration with Warwick University, our engineers are at the forefront of cutting-edge automotive technology.

Our next-generation electrical architecture EVA-2 is always connected to the cloud via 4G and WiFi. What's more, SOTA – software over the air technology – allows updates to be delivered in real time. Advanced driver assistance systems take us one step closer to autonomous vehicles. We already have smart sensors

that keep you in your lane, at a safe distance, and that intervene to avoid accidents.

Jaguar Land Rover has also introduced mobility as a subscription service in the UK with the launch of Pivotal, because we see that as the future. Luxury road travel without the hassle of ownership.

Welcome to Jaguar Land Rover's Future-Perfect world of mobility. Many ideas for an emission-free, congestion-free, accident-free world of road travel.

Trust the British luxury sports classic to care about the environment in which you live, work and drive.

Jaguar Land Rover

Always arrive future perfect

Print Advert #4:

Headline: When you can live life on the edge, safe and connected.

Copy:

Those who own and drive a Jaguar or a Range Rover already know that there aren't any more thrilling and adrenaline-pumping sports vehicles to drive. While being enveloped in luxury, all the while.

Well, road adventures just got safer and more luxurious. Because the future of mobility at Jaguar Land Rover is not just going to be electric, it will be connected and shared.

You will know the best route, before you even start driving. Your car or SUV will even warn you of routes that are blocked by too much traffic or an accident or a natural disaster. All the information you never thought you needed will be on your navigation screen.

Jaguar Land Rover's £ 150 million investment in Britain's National Automotive Innovation Centre at Coventry, in collaboration with Warwick University, means our engineers are at the forefront of cutting-edge automotive technology.

Our next-generation electrical architecture EVA-2 is always connected to the cloud via 4G and WiFi. What's more, SOTA – software over the air technology – allows updates to be delivered in real time. Advanced driver assistance systems take us one step closer to autonomous vehicles. Safety is further enhanced

through smart sensors that keep you in your lane, at a safe distance, and that intervene to avoid accidents.

Jaguar Land Rover has also introduced mobility as a subscription service in the UK with the launch of Pivotal, because we see that as the future. Luxury road travel without the hassle of ownership.

Welcome to Jaguar Land Rover's Future-Perfect world of mobility. Many ideas for an emission-free, congestion-free, accident-free world of road travel.

Trust the British luxury sports classic to set you free to live life, without a care in the world.

Jaguar Land Rover

Always arrive future perfect

Print Advert #5:

Headline: When luxury road travel will feel like luxury air travel.

Copy:

In fact, it's already here. Pivotal, a mobility subscription service from Jaguar Land Rover that has been introduced in the UK brings you all the comfort and luxury of travelling in our vehicles from anywhere to anywhere. That's first-class, or the most luxurious business-class road travel for you.

Besides, the future of mobility is not just going to be electric, it will be connected and shared. You will know the best route, before you even start driving. Your car or SUV will even warn you of routes that are blocked by too much traffic or an accident or a natural disaster. All the information you never thought you needed will be on your navigation screen.

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Welcome to Jaguar Land Rover's Future-Perfect world of mobility. Many ideas for an emission-free, congestion-free, accident-free world of road travel.

Trust the British luxury sports classic to set you free to travel in peace, no matter the destination.

Jaguar Land Rover

Always arrive future perfect

Corporate Campaign in PR and Direct Marketing:

The new company Jaguar Land Rover needs to communicate its new vision and brand positioning through other communication disciplines besides advertising as well.

Based on the same brand communication strategy, public relations and direct marketing can take the corporate brand's message to more people in different ways. For example, the PR exercise would take JLR's message to more people through television and print editorial coverage, while direct marketing in this case might hone in on more specific audiences, such as key government decision-makers, investors as well as JLR's dealer network.

Existing customers of JLR vehicles should also hear from the company through direct marketing.

Perhaps, after the corporate brand campaign has been launched, it must be followed through with new brand campaigns for Jaguar as well as Land Rover. I don't mean campaigns for any particular vehicle model, but for the brands.

This corporate brand campaign strategy for Jaguar Land Rover as well as ideas have been developed and written by Geeta Sundaram, an advertising and brand communications professional and blogger who can be contacted at geetasundaram08@gmail.com and at <https://www.linkedin.com/in/geeta-sundaram-aka-wise-owl>

