



## Brand Strategy and Ideas for Jaguar

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By Geeta Sundaram

## **Brand Strategy and Ideas for Jaguar**

### **Background**

After having put down my thoughts for JLR and Tata Motors' brand strategies as well as campaigns for the JLR corporate brand and for Land Rover, I thought it is time to also share a brand strategy and brand campaign ideas for Jaguar.

I have said before that while Land Rover has a clearer brand positioning and image in the minds of customers, Jaguar suffers from a lack of brand positioning. I have also said that Jaguar should not position itself against Mercedes-Benz and BMW, but against Porsche, which is a luxury sports car.

As JLR embarks on its new journey toward a world of electric, connected and shared mobility, it provides Jaguar an opportunity to reposition itself in the world of luxury sports cars.

### **Objective**

To position Jaguar cars as vehicles designed for the future of luxury mobility, offering not merely the fastest but the smoothest journeys.

### **Target audience**

Our main target audience would be customers who are likely to buy a Porsche. They would also consider the sportier M model of BMW, AMG of Mercedes-Benz, or the RS models of Audi.

They are savvy about cars and automobiles, and would prefer sportier brands. Such people would generally show an affinity for speed and acceleration.

A Jaguar could be the customer's first or second luxury vehicle, but what is important is that the person likes driving and enjoys the responsiveness of a sports luxury car, if they have driven one before. And even if they haven't, and are first-time luxury car buyers, the sporty aspect is likely to appeal to them most.

These people will be well-travelled, highly successful and wealthy individuals who like to spend time in the outdoors whenever they get a chance to. Besides a hectic work schedule, they would try and make time for road journeys, outdoor social engagements, including a round of golf. They also spend time and money on the finer things in life, such as music and art.

### **Competition**

The main competitors for Jaguar would be:

- Porsche
- Mercedes-Benz AMG
- BMW M models
- Audi RS models

In brand image terms, Jaguar's main competitor is Porsche. This is because, of all the brands mentioned above, only Porsche is defined by its sportiness; the other brands are positioned according to different considerations, even if they have a sports car range.

Other sports luxury cars that come to mind are Ferrari, Alfa-Romeo, and Aston-Martin but they belong in a much higher price segment, which is why they are not direct competitors to Jaguar.

Aston Martin, by virtue of being an iconic British luxury sports car, might be considered a competitor in brand image terms, even if not in the real sense.

### **How the brands are positioned**

- Porsche, Jaguar's main competitor is positioned as driving exhilaration
- Mercedes-Benz is positioned as the best-engineered car in the world
- BMW is the ultimate driving machine, based on technological prowess
- Audi is positioned as the brand that is led by technology
- Alfa-Romeo is positioned as the thrill of driving a racing car
- Ferrari is the Italian supercar, famed for its engineering and styling
- Aston Martin is the British equivalent of Ferrari: the invincible supercar

We can see that most luxury cars are about

- Technology, a la BMW and Audi
- Engineering, a la Mercedes-Benz and Ferrari
- Racing thrills, a la Alfa Romeo and Porsche
- Supercar, a la Ferrari and Aston Martin

### **How should Jaguar position itself**

If we look at the competition, we can see that most luxury cars, including the sportier ones, position themselves based on the strengths that they would like to portray. Whether it is engineering, technology, racing capabilities or supercar performance, they are all based on the manufacturer's strengths and the car's capabilities.

What if Jaguar changed the rules of the game slightly to focus on the driving experience for the customer? This might indeed become a requisite of

automobile brand strategies, as the industry faces disruption from technology and is likely to become a service in future.

If we take JLR's design and engineering capabilities, the British heritage of the Jaguar brand - including in racing cars - the new technologies being developed for the future of mobility and finally what jaguars are prized for - speed and grace – we can arrive at a very different sort of positioning for the brand. It can be futuristic, powerful, speedy, and it can connote luxury travel.

By taking Jaguar out of the sameness of luxury cars and likening it to luxury air travel, we can elevate the Jaguar brand to a rarefied, ethereal driving experience. Here speed, agility and grace come together to create a British luxury sports classic.

#### **What we want customers to think of Jaguar as a brand (brand positioning)**

Driving a Jaguar is like possessing the power to be in several places at the same time. It is like commuting in your own jet.

#### **What will make them believe us (brand promise)**

Jaguar's speed, agility and grace, combined with drive-by-wire technology offers you jet-age road travel.

#### **Rationale**

- Jaguar's heritage in British racing and automotive engineering
- Luxury sports car with all the features that make it so
- Drive-by-wire technology, with software updates
- Connected and electric automotive technology
- Super-responsive sports cars that make road travel a delight

#### **How advertising and brand communications will build the brand**

Communication for Jaguar ought to convey the new positioning for the brand which is about a jet-age commute.

Since Jaguar suffers from a lack of clear brand image in people's minds, we must communicate the important technological and engineering aspects of the brand, in addition to luxury.

This will help establish it as a British luxury sports car in the customer's mind. We can achieve this by leveraging the most obvious aspect of a Jag which is its speed, but interpreting it in ways that suggest futuristic flights.

The Jaguar ought to be depicted in as ethereal a manner as possible. This means with a lot of bright or light sky in the background, soft early morning or

late afternoon lighting, low contrast lighting when indoors or under the shade, soft diffused lighting when raining, so it always has an elusive and mysterious character about it. As you can see, such treatment belongs to the world of flight.

The leaping Jaguar can become a symbol for the sure-footed taking flight.

### **Creative idea**

The creative idea for the Jaguar brand is to dramatise its ability to be at several places at the same time (well, almost!) in order to communicate how akin driving it is to flying first class.

Considering that we are seeking to establish the positioning for Jaguar clearly with this campaign, we use the chief designer or design director of JLR as our main protagonist. In his role as a presenter, he takes us through some of what makes the Jaguar a great luxury sports car, while driving it himself around Britain and talking to us the way an auto-reviewer would. Needless to add, a slight British sense of humour or wit punctuates his commentary and journey.

### **TV Advert #1: (English Cotswolds)**

Film opens on a fine morning somewhere in the English countryside – the Cotswolds, perhaps, with a highway winding away into the distance ahead of us.

We hear the ambient sounds of a big car and birds chirping in the distance. Suddenly, camera turns around to face the driver of the car, who happens to be the JLR Design Director.

He smiles and starts talking to us. His manner is animated and full of enthusiasm, obviously, for one of his own creations:

**JDD:** Hello, I am Ian Callum, head of design at JLR, driving a Jaguar I-Pace through the English Cotswolds, as you can see.

Narrow, winding roads like these...it's a wonder the Jaguar was even designed here.

But Jaguar started out as a sidecar, so, perhaps they weren't thinking of the roads at all, but had their sights set on the skies!

Just then, a vintage car along with side-car drives past us.

**JDD (chuckles):** Speak of the devil!

75 years later, fully electric, 546bhp, 350km on a single charge...

0 to 60 in 3.2 seconds flat...

At Jaguar we have what we call drive-by-wire technology

And... Oooh... (is interrupted by a car coming at us from the opposite direction, out of nowhere, and tries deftly to avoid it) See what I mean?

Drive by wire... and by your wits, of course!

We see him turn the car off the main highway and take an even narrower country road.

**JDD (wistfully):** This is the part I enjoy most... beautiful country, in a matter of minutes.

Car comes to a stop outside large iron gates which open grandly in front of us and we drive down a gravel driveway to an old and majestic English country mansion.

We see a sweeping shot of the Jaguar I-Pace from the front grill, and around the side, to then face the design director stepping out of the car.

Smiling at us, he says:

**JDD:** Now, if you'll excuse me, I have some very important friends to meet.

We end on the Jaguar I-Pace parked in the driveway of the country mansion, against a gorgeous evening sky.

Jaguar logo comes on with the sign-off as super.

**Jaguar**

**The jet age commute**

**TV Advert #2 (Silverstone):**

Film opens in London on a grey, wet day, as seen through the office of JLR.

The design director and his colleagues finish discussing a set of car designs, and he wraps up the designs on his tablet as well as blueprint rolls and walks out of his cabin which is where we catch up with him.

He smiles and while striding down the corridor speaks to us:

**JDD:** Sorry, I am rushed for time.

But if you're game, follow me to Silverstone.

Downstairs, in the pouring rain, he gets into his Jaguar – an XF this time. Strangely, even though it is only afternoon, we see lights on in many buildings and on the streets, which lends the greyness a certain soft, mysterious atmosphere.

**JDD (with a mischievous smile):** Given a chance, that's where I would always rather be!

Putting my Jags through their paces on the racetrack.

We have left London and are now racing around the Silverstone track with the design director at the wheel, while he keeps us engaged with his animated chatter.

**JDD:** My designs for Jaguar are meant to simulate a flying experience...

That's why drive-by-wire technology.

You must think I have the best job in the world... and you are damn right (grins).

He steps on the brakes and the car comes to an instantaneous halt.

**JDD:** How's that for landing brakes?!

We step out of the car and there is now a hushed silence.

The design director grandly gestures to his Jaguar XF and smiles.

**JDD:** Now, for some well-earned peace in my chariot on the return.

It is late afternoon/evening and the Jaguar XF glistens in the rain, with lights diffused and gently shimmering all around. The car reflects off a wet tarmac.

Jaguar logo and sign-off appear.

**Jaguar**

**The jet age commute**

**TV advert #3 (Glyndebourne):**

Film opens on a lovely summer afternoon, somewhere in England. The skies are a brilliant blue with the odd cloud here and there, but nothing that looks like rain.

We are already in a car – a Jaguar C-type convertible – driving down a highway. In the driver's seat is the design director, of course, humming a tune to himself while an opera plays on the car's system.

Next to him is his wife/girlfriend. At the start, we only see them over their shoulders, catching a profile once in a while, when they turn to talk to each other or to us.

The design director stops humming and starts talking.

**JDD:** Perfect summer day for a Jag to make a dramatic appearance, what!

This C- type evokes the elegance of the E-type...

We now see the design director and his wife facing us as they talk through the rest of the journey, with intercuts of the car driving through a picturesque landscape.

**JDD continues:** But with 478bhp and wizzy gadgetry, like you can't imagine.

My favourite is the musical acoustics...

He turns up the volume of the opera and continues talking, but by having to raise his voice over the tenor's.

**JDD:** As concert-hall as can be...

**His wife:** Not with you having to shout over it... turn it down please.

**JDD (not to be put down):** What? Concert hall, cruising at 120 kmph.

**JDD:** Listen to this! (And he starts singing along)

The Jaguar finally reaches its destination and what shall it be, but The Glyndebourne Music Festival.

We see people dressed in their Glyndebourne best making their way to the live concert area.

Out step the Jaguar design director and his wife and they too make a handsome couple.

We hear music instruments being tuned and microphones being tested in the distance.

Picking the opportunity to get back at her husband, wife says to the design director:

**Wife:** This is real music... The Glyndebourne, my dear.

**JDD (with a glint in his eye):** Yes, but not at those cruising speeds.

We end on the Jaguar C-type that cuts a dashing figure parked among other luxury cars. The sky turns a deeper blue, as if waiting for the music to begin.

The Jaguar logo and sign-off appear on screen.

**Jaguar**

**The jet age commute**

**Jaguar print campaign**

In the print campaign which will run mainly in leading international newspapers and magazines, we treat the idea of being in many places at the same time differently.

Here, we don't have the JLR design director, but we visually portray the Jaguar's ability to transcend space and time. A set of three or four visuals shot at different locations come together to give us a single image of a Jaguar car. In the accompanying document which has the print campaign layouts, the single car effect could not be achieved in the intended sense, because of the limitations of the kinds of images available, and also because of the limitations of the designer – me!

I am not a designer, I must clarify, but I hope the layouts at least convey the idea. The thought in each of the adverts is to compare driving a Jag to flying.

**Advert #1:**

**Headline: Tradition and the future connected in seconds.**

**Copy:**

With technologies of the future such as electric, connected and autonomous, the Jag is where they blend beautifully into a driving experience that is the closest yet to flight.

Jaguar's new drive-by-wire technology, heavy-duty powertrains and legendary acceleration speeds make it the ultimate British luxury sports car.

Add thoughtfully designed features to the Jag's plush interiors, and every day is a flight into the future of road travel.

For more, check out [www.jaguar.com](http://www.jaguar.com)

**Jaguar**

## **The jet age commute**

### **Advert#2:**

#### **Headline: Drive by wire to all the destinations in your mind**

##### **Copy:**

The latest Jaguars all come equipped with our drive-by-wire technology, that helps them stay connected and safe. This, along with powerful engines and legendary acceleration speeds, make the Jag the ultimate British luxury sports car.

With technologies of the future such as electric, connected and autonomous, the Jaguar is where they blend beautifully into a driving experience that is the closest yet to flight.

Add thoughtfully designed features to the Jag's plush interiors, and every day is a flight to all the places you have in mind.

For more, check out [www.jaguar.com](http://www.jaguar.com)

## **Jaguar**

## **The jet age commute**

### **Advert#3:**

#### **Headline: Between here and there, the all-powerful chariot of peace.**

##### **Copy:**

As an iconic British luxury sports car, the Jaguar is powered by engines of awesome horsepower, as you'd expect. In addition, it has legendary acceleration speeds.

What's more, the latest Jaguars all come equipped with our drive-by-wire technology, that helps them stay connected and safe. In fact, the Jaguar is where new technologies such as electric, connected and autonomous blend beautifully into a driving experience that is the closest yet to flight.

Add thoughtfully designed features to the Jag's plush interiors, and every day is a flight of peace in your 21<sup>st</sup> century chariot.

For more, check out [www.jaguar.com](http://www.jaguar.com)

## **Jaguar**

## **The jet age commute**

**Advert #4:**

**Headline: Business or leisure, this is where the earth meets the skies.**

**Copy:**

With technologies of the future such as electric, connected and autonomous, the Jaguar is where they blend beautifully into a driving experience that is the closest yet to flight.

The latest Jaguars all come equipped with our drive-by-wire technology, that helps them stay connected and safe. This, along with powerful engines and legendary acceleration speeds, make the Jag the ultimate British luxury sports car.

Add thoughtfully designed features to the Jag's plush interiors, and every day is a flight of first-class luxury.

For more, check out [www.jaguar.com](http://www.jaguar.com)

**Jaguar**

**The jet age commute**

**Launch advert for a new-gen Jaguar E-Pace**

As an example of how the brand positioning and the creative idea for the Jaguar brand can be maintained, even while developing specific product launch communication, I have attempted one for the new-generation Jaguar E-Pace.

From what I read on the JLR website, it seems to offer the next level of connectivity in collaboration with Apple and Google Android as well as improved comfort and quality of ride, thanks to something called Premium Transverse Architecture.

We stay with the world of flight, but focus on this specific vehicle and its benefits.

I must also add that it is not always necessary to produce a TV advert for every new-gen vehicle launch, unless it is truly a revolutionary new-gen vehicle. Print and digital in the form of PR and direct should suffice.

**Launch advert for Jaguar E-Pace:**

**Headline: Flights of never-before connectivity and comfort**

**Copy:**

Just when you thought all electric vehicles are the same, Jaguar raises the level just a notch with the new E-Pace.

The best part is that you'll experience an advanced level of connectivity with Apple CarPlay and Wireless Android Auto. As well as enhanced comfort in an already luxurious Jaguar EV, thanks to Jaguar's Premium Transverse Architecture.

As a result, the engine is more responsive, the drive more comfortable, and all exterior noise is shut out, making for a more luxurious journey overall.

Check out the new Jaguar E-Pace that comes in an expanded range, comprising PHEV and MHEV vehicles offering a range of powertrains and transmission options. Visit [www.jaguar.com](http://www.jaguar.com)

## **Jaguar**

### **The jet age commute**

#### **Use of media**

As a luxury car brand, Jaguar should advertise and communicate with only its target audience, through the few media channels they would be consuming. The few main international news and business news channels, as well as select international newspapers such as The New York Times, The Washington Post, Financial Times, The Times of London, Wall Street Journal, South China Morning Post should suffice, for advertising.

PR might include these as well as international auto journals read by auto enthusiasts and digital and social media. These would mostly be in the form of news updates of new launches, events, product tests and comparisons as well as auto reviews and awards.

I don't think Jaguar should advertise on digital or social media, but use it as a PR medium.

In addition, they ought to use the digital medium (mainly email marketing and content marketing) for direct communication with a database of prospective and existing customers. These customers ought to be mostly acquired through business and industry bodies as well as lead generation exercises through visits to the Jaguar website.

#### **Other brand associations to explore**

- Racing heritage:

As a British luxury sports car with a racing heritage, Jaguar ought to build and strengthen its association with racing. I read occasionally about Jaguar and its performance at e-racing, but I am not sure what exactly that is and how it helps the brand. Formula 1 and Nascar (US) are the well-known and established racing platforms.

It might make sense for Jaguar, perhaps in association with Aston Martin and others, to build Britain and Silverstone as a venue for a different kind of exclusive racing event that allows only global luxury sports cars to participate.

- Art and culture:

Jaguar might consider partnering with artists on the theme of mobility as flight. As a start, I was wondering if public art installations using mirrors that reflect and refract the omnipresence of Jaguar might not be a good idea. Jaguar could even commission British sculptor, Anish Kapur, who works with steel to produce a few such installations in Coventry and London, to start with.

- Jaguar in cinema

In the future, Jaguar could work with film-makers and production studios to explore with what kinds of storylines, a Jaguar might be a good fit. I wouldn't suggest that Jaguar go big on film placement, or do an Aston Martin-James Bond kind of association, but find just that one great film script made for a Jaguar to feature in. It would help elevate the Jag rapidly to the desired league of cars in which it belongs.

- TV series

A couple of years after this relaunch campaign for Jaguar and the one suggested for Land Rover as well as the corporate brand, JLR, have run and people have come to associate these brands with the right kinds of road travel experience, respectively, JLR can consider having a TV series scripted in Britain.

The idea for the storyline is inspired by JLR's own journey into the future of mobility. The TV series deals with how a few aristocratic families in Britain are coming to terms with the new electric and connected future, when in many ways it means greater democratization. It means they have to give up on some aspects of their cherished ways of life.

Finally, when autonomous and mobility as a service is here, how do these aristocrats adapt to a new world without chauffeurs, attendants, guides and chaperones – all markers of a charmed and sheltered life?

One hopes, of course, that aristocrats will always continue to be great customers and proud owners of Jaguars. However, there is no denying that a new way of travelling is at their door.

Here's wishing the Jag a great take-off!

This brand strategy document for Jaguar and the ideas it contains have been conceptualized and written by Geeta Sundaram, an advertising and brand communications professional and blogger at [www.peripateticperch.com](http://www.peripateticperch.com) who can be reached at [geetasundaram08@gmail.com](mailto:geetasundaram08@gmail.com) as well as <https://www.linkedin.com/in/geeta-sundaram-aka-wise-owl>