

JAGUAR

‘Get Behind the Wheel by Manipulating the Reel’

Background

- The Jaguar F-TYPE had undergone a refresh for the first time since its launch in 2012 and Jaguar felt that was the perfect opportunity to appeal to a younger audience.
- The target audience for the F-Type is 35-54 year old males – about 10 years younger than the average Jaguar owner. Jaguar wanted to entice and excite this younger target audience to secure them as ‘Jaguar drivers of the future’.

Idea

- Driving the F-TYPE is a pure sensory experience, one Jaguar prides itself on and this thrill need to be brought to life in a captivating and distinctive campaign.
- Jaguar wanted to harness the emotional power of sound to connect its younger audience to the excitement of the unique Jaguar drive. It aimed to provide a stimulating experience, putting audiences ‘behind the wheel’.

Plan

- Cinema was recognised as a channel that could deliver multi-sensory impact and would allow Jaguar to create a truly disruptive experience.
- Jaguar split its 50” spot into three bespoke sections: a 5” sound-only sting, a 15” hijack of the BBFC’s film classification notice and a 30” stunning visual to break sound barriers using pioneering Dolby Atmos technology.
- The cinema activity ran in specific titles - including *Alien: Covenant* and *Wonder Woman* - cherrypicked for their relevance to Jaguar’s target younger, premium audience. Alongside cinema, out-of-home was also used with Jaguar dominating sound in pedestrian tunnels at Waterloo and Kings Cross station.



Campaign Details

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| Sector | Motors |
| Target Audience | 25-44 |
| Package | Film Packs (<i>Alien: Covenant</i> , <i>Wonder Woman</i>) |
| Creative Agencies | Spark44 & Factory |
| Media Agency | Mindshare |
| Duration | 50” (5”, 15”, 30”) |

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Results

- Using Dolby Atmos, Jaguar were able to effectively reach its younger, premium target audience and successfully stimulate their senses - bringing to life the F-TYPE experience and driving interest.
- Across the campaign period, Jaguar witnessed a significant +10.74% uplift in traffic to its website - specifically amongst its 25-44 target audience.

Testimonial

“[Dolby Atmos Technology] allowed us to give depth and clarity to the sound mix. It created a feeling of the car passing right through the cinema and allowed the power of the engine to explode out of the immersive soundscape.”

Lou Allen, Head of Production, Factory Studios

“Working with DCM and Mindshare, we were able to create something unique, from both a creative standpoint and media perspective, that we felt perfectly brought the F-TYPE to life and allowed us to ‘excite the senses.’”

Chris Wood, Marketing Manager, Jaguar Land Rover

