

OBJECTIVES

Freestyle was commissioned to produce a Familiarisation disc for the Freelander 2 that would act as a 'quick start' guide to the vehicle and provide an engaging alternative to the printed version of the owner's manual. Rather than produce a technical 'step by step' guide, we created a narrative approach that centres on a couple about to take their new vehicle for a spin for the first time.



GO BEYOND™



Getting to know



Play All before you set off
premium audio system

Header.
Main video clip per option

SOLUTION

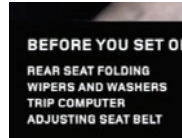
Freestyle's approach to creating a handover disc is to fully understand the demography and lifestyle of the car's audience and develop the appropriate tone, content and image.

Our experience has taught us that the 'lean back' experience of a DVD (rather than an interactive CD-Rom) has proved most effective. Our approach to explaining the material has also developed over time. The initial technical 'step by step' guide has now evolved to a more narrative approach. This has proved more successful at explaining the features of the vehicle in an engaging and undemanding way.

Freestyle can manage the entire creative process of the DVD from developing the script, shooting and producing the film and managing its translation into multiple languages.

Freestyle has created handover discs across the Land Rover range as well as for Jaguar and the Lexus sound system.

Show all icons
fade to video



RESULTS

Handover DVDs have been proven to increase customer satisfaction and Things Gone Wrong. Their effectiveness has led to Land Rover including the product as part of their official Launch Process.

The ease of use of the Freelander 2 was rated very highly (8/10), largely thanks to the effectiveness of the handover DVD. No amendments were needed to the product following customer testing.

60,000 discs were taken up by all key markets as well as many smaller markets.

BEFORE YOU SET OFF



...MORE

Getting to know Freelander 2