

OBJECTIVES

The Land Rover G4 Challenge is the ultimate adventure. Competitors test stamina and skill in an awesome 4x4 driving and multi-sport challenge spanning four continents.

Land Rover came to us for a full digital strategy to promote the 2006 event, the toughest yet, and position Land Rover as the vehicle of choice for the adventurous minded.





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SOLUTION

An event of the size, scale and ambition of the G4 Challenge needs a campaign that reflects the hands-on approach of the challenge and showcases the unique capabilities of the vehicles, as well as building an online community around the event for those not taking part directly.

Our strategy built on maximising opportunities for interaction across a range of digital channels including the G4 Challenge website, online games, bluecasting and content adapted for mobile PDAs, getting people as close to the action as possible.

To allow users to follow the event we developed a portal for Land Rover's key user groups that could be updated throughout the various stages of the event and backed this up with an email campaign featuring video diaries from the competitors.

RESULTS

At the end of the 18-month promotion and event cycle, the site had exceeded Land Rover's targets for unique web visits by almost 125%.

Data captured from the community that was built up around the site provided Land Rover with a database of global marketing intelligence that can be used as part of future localised marketing campaigns.



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01 Land Rover G4 Challenge website

02 2006 recruitment campaign

03 Timezone Challenge microsite