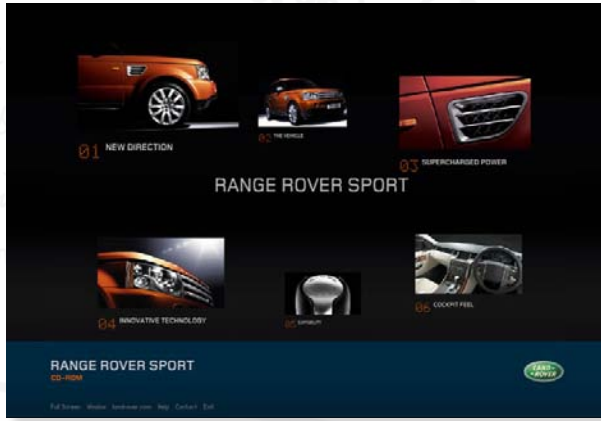


OBJECTIVES

We were set the task of fuelling the buzz surrounding the brand new Range Rover Sport amongst the target audience; a more status-orientated, younger customer than the traditional Range Rover buyer.



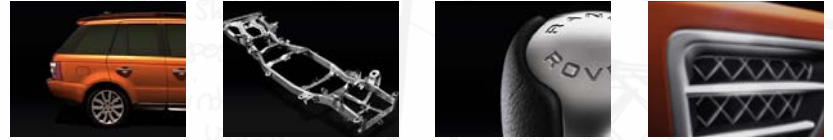
GO BEYOND™



Keep Dark
Whole page
360° view
360° interior

Sub Nav
Jumps to further
info screens
Image

OR THE VEHICLE
EXTERIOR



RANGE ROVER
0-Rom

SOLUTION

Video worked as an excellent medium to convey the sporty essence of the Range Rover Sport and the aspirational lifestyle of its target audience. The introductory film and interviews with key Land Rover personnel position the vehicle as 'the ultimate on-road sports toy'.

Using animation to demonstrate the vehicle's functions - including the unique terrain response feature and supercharged engine - played to the tech-savvy customer base.

Continuing with this approach, 3D imaging was used to good effect to give the experience of the cockpit and exterior view of the car from multiple angles and in a range of colours.

RESULTS

We used our experience to repurpose the content of the launch CD across the digital channels that matched the lifestyle of the target audience.

Versions of the launch materials were developed for mobile phones and PDAs. These were used as part of a bluecasting campaign while extra material, such as screensavers, was loaded onto USB sticks that were distributed as part of the direct mail campaign.

As well as traditional environments, our content was viewed on screens in the Executive Departure Lounge at Heathrow Airport and as in-flight entertainment on Virgin Atlantic planes.

See full...
winding
web link -> landrover
Help. Contact. Exit

and drag
video over images