

OBJECTIVE

How do you get your marketing material to excite and engage your target audience?

When you've got a brand like Land Rover to work with, not much stands in your way.

We worked with Land Rover to create exciting and engaging materials for the entire customer experience, from creating a buzz to excite consumers to teaching Freelander2 owners how to utilise some of the more complex features of their vehicle.



GO BEYOND™

SOLUTION

The Land Rover brand lends itself to a sensory driven approach. We created an exciting, engaging trilogy of CD-ROMs and DVDs to showcase the product in ways that stay true to the brand values.

The teaser piece and interactive elements, such as the Accessory Builder, introduced customers to the key messages and features of the vehicle in a highly engaging way through the Reveal and Launch CD-ROMs while the Launch DVD provided the full 'sit back' experience.

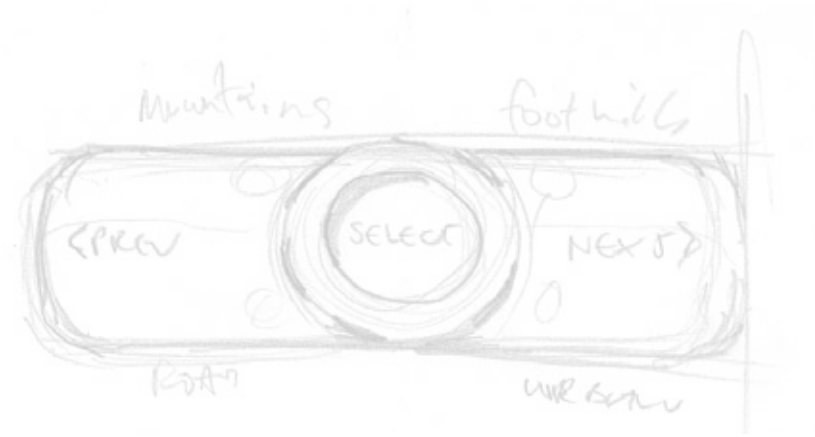
The Familiarisation DVD is a useful visual tool for demonstrating to new Freelander2 owners that unfamiliar does not necessarily mean difficult to use. Given out as part of the

handover process the DVD takes the viewer through the Freelander2's innovative features using a journey narrative rather than a step-by-step technical approach.

RESULTS

The Reveal and Launch pieces were demanded in record numbers across the Land Rover network for events and at dealerships.

The Familiarisation DVD scored top marks during customer evaluation and no changes were deemed necessary for delivery after user testing. All new models across the Land Rover range will now be supplied with a Handover DVD.



01 Freelander2 Launch CD/DVD

