

## Jaguar shakes up brand image with comprehensive multichannel Alive campaign

By [Rachel Lamb](#)

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### Jaguar "Alive" campaign

British automaker Jaguar is recharging its batteries with a label makeover set in motion with a multichannel "Alive" campaign.

The company is slated to spend more than \$2.3 billion on investments on Jaguar and sister company Land Rover each year for the next five years. This is the first brand reset for Jaguar in over 40 years, including new colors and logos.

"The new Jaguar Alive campaign seeks to introduce the famed British brand to luxury consumers in a new modern context," said Joe Torpey, communications manager for Jaguar North America.

"The campaign aims to increase awareness of the brand with a new audience by developing an emotional connection and moving beyond the idea that autos are pure utility," he said. "The Alive campaign is meant to differentiate Jaguar cars by underscoring their unique emotional character."

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"It targets luxury consumers who are contemporary, sophisticated and daring, with a desire for authentic, independent brands, while also appealing to a more youthful audience."

### **Moves like Jaguar**

The campaign hones in on three Jaguar vehicles – the XF sports sedan, the XJ full size luxury sedan and the XK coupe and convertible grand tourer – and emphasizes their best features in addition to what makes them tick under the hood.

The Alive campaign is meant to bring the cars to life, that Jaguar is not so much "manufactured" as it is "created" and is as alive as consumers are, per the brand.

"A brand is constantly evolving," said Chris Ramey, president of Affluent Insights, Miami. "It is a brand manager's responsibility is to ensure it's in-sync with their targeted customer while furthering the brand narrative.

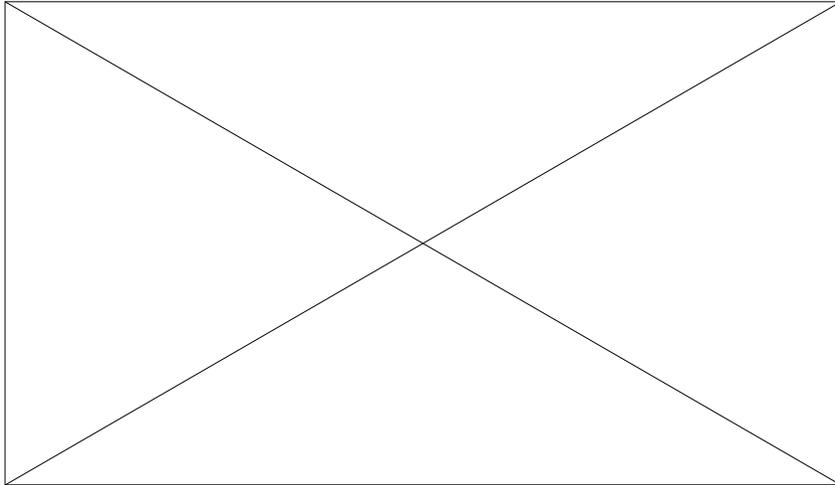
"I don't see this as a rebranding effort as much as the evolution of the product, brand and emotional connections," he said. "The concept of the Jag being as alive as we are is fascinating, in part, because cars become part of us.

"We instinctively become simpatico with our cars as we drive them."

The campaign targets younger affluent consumers who are contemporary, sophisticated and daring.

The Alive campaign kicked off with a television spot yesterday that was previewed on Jaguar's social media pages.

The TV spot, called "Machines," opens with a collage of machinery of the past that were invented to replicate and replace people. Then, it cuts to a Jaguar XJ that tells viewers that the car is as alive as humans.



*Machines by Jaguar*

The spot will air for the first time March 15 on NBC, ESPN, Food Network and CNN.

Meanwhile, Jaguar's new print ads are designed to intrigue and inform consumers, per the automaker.

Some of the headlines include "Do one thing that scares you. Every day," "Every Jaguar can do things machines can't" and "Looks like somebody's getting a new Jaguar."

These images will appear in lifestyle and business publications beginning in April.



*Print campaign for Jaguar Alive*

In addition to the print and TV pushes, Jaguar will travel to 18 cities throughout the United States to expose interested consumers to the 2012 and 2013 model lineup including the XF, XJ and XK.

Starting in April, consumers can test the performance and technology of the cars in a closed setting, accompanied by professional drivers.

There will also be an attempt for full brand immersion in the form of heritage vehicles, a history of Jaguar technological innovation and a design retrospective.



*New Jaguar logo*

"Today's shoppers use multiple channels as they research and decide which car is right for them," Jaguar's Mr. Torpey said.

"For a launch campaign, TV offers instant awareness, which drives shoppers to the web to learn more, print helps reinforce this message and the Web allows us to give shoppers the information they need and communicate what sets Jaguar apart, while quickly connecting them to their local retailer for a test drive," he said.

### **Recharging car batteries**

Now that the economy is steadying and affluent consumers are more willing to spend on luxury products, high-end labels are investing in resetting a brand image, launching a new campaign or undergoing major renovations to key brand locations.

For example, Toyota Corp.'s Lexus is in the midst of a push for its GS 2013 model that includes use of the new Facebook timeline, mobile banner ads, two mobile applications, a print campaign, out-of-home ads and Web site marketing ([see story](#)).

In addition, competitor Audi launched an entire print and digital campaign to emphasize safe-driving features, debuted the Driver's Pledge that encourages consumers to be safer drivers and starred in an original drama on the FX network as part of its push for the A6 model ([see story](#)).



### *Audi A6 app*

"Luxury brands should explore refreshing branding," said Paul Farkas, president/CEO of Social.TV, New York. "While reiterating core identity and message, persona needs to evolve with the times as to what consumers want and style of the times,"

"Nuances are key, however," he said. "Too many sudden changes can be noisy and be perceived as desperation to hold relevance."