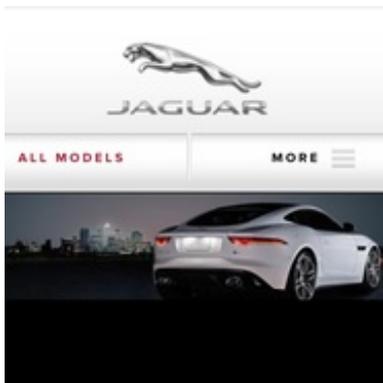


MOBILE

Jaguar maintains F-Type momentum with New York Times mobile effort

June 18, 2014



Jaguar's F-Type

By JEN KING

Jaguar of North America is continuing its efforts to promote the new F-Type model with a banner advertisement on the New York Times' mobile application.



Readers of the Fashion & Style section on the newspaper's app will come across Jaguar's banner ad at the bottom of the content listing page. The banner's suggestive text, which reads, "Even in white, it has a dark side," may distract readers from continuing onto featured articles.

"With the placement of its ad the fashion and style section of the New York Times mobile app, Jaguar appears to be highlighting the design and aesthetic elements of its new F-Type model," said Jon Nolz, vice president of products at [HipCricket](#), Bellevue, WA.

"The ad copy speaks directly to the section's fashion-conscious audience, with a not-so-veiled reference to how certain colors are used in the fashion world to represent cultural attributes or attitudes," he said.

"This copy is a great example of personalizing a mobile ad for a specific audience. It engages the fashion and style section audience on a topic that they understand. Even if

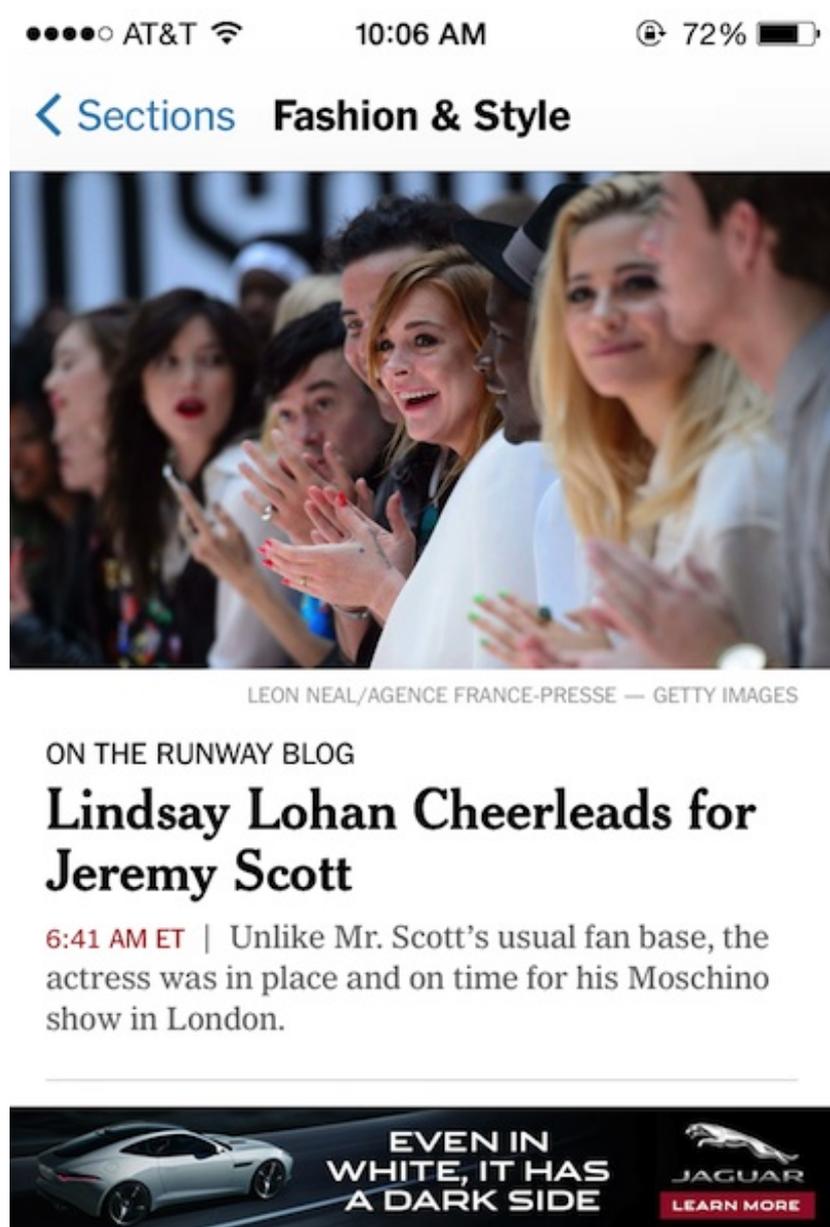
they aren't car aficionados, the ad's appeal to their sense of beauty, luxury, design and aesthetic should be enough to draw them in."

Mr. Nolz is not affiliated with Jaguar, but agreed to comment as an industry expert.

Jaguar did not respond by press deadline.

Mobile showrooming

In addition to text that connects the F-Type banner ad to Jaguar's ongoing British villain-themed "Good to be Bad" campaign, the ad features an image of the model driving on a highway and the brand's emblem and prompt to "learn more" on the right.



The screenshot shows a mobile app interface. At the top, there's a status bar with AT&T, 10:06 AM, and 72% battery. Below that, a navigation bar with a back arrow and the text "Sections Fashion & Style". The main content area features a photograph of a crowd of people, including Lindsay Lohan, clapping. Below the photo is the caption "LEON NEAL/AGENCE FRANCE-PRESSE — GETTY IMAGES". Underneath is the text "ON THE RUNWAY BLOG" followed by the headline "Lindsay Lohan Cheerleads for Jeremy Scott". Below the headline is the text "6:41 AM ET | Unlike Mr. Scott's usual fan base, the actress was in place and on time for his Moschino show in London." At the bottom of the screenshot is a Jaguar banner ad with the text "EVEN IN WHITE, IT HAS A DARK SIDE" and the Jaguar logo with a "LEARN MORE" button.

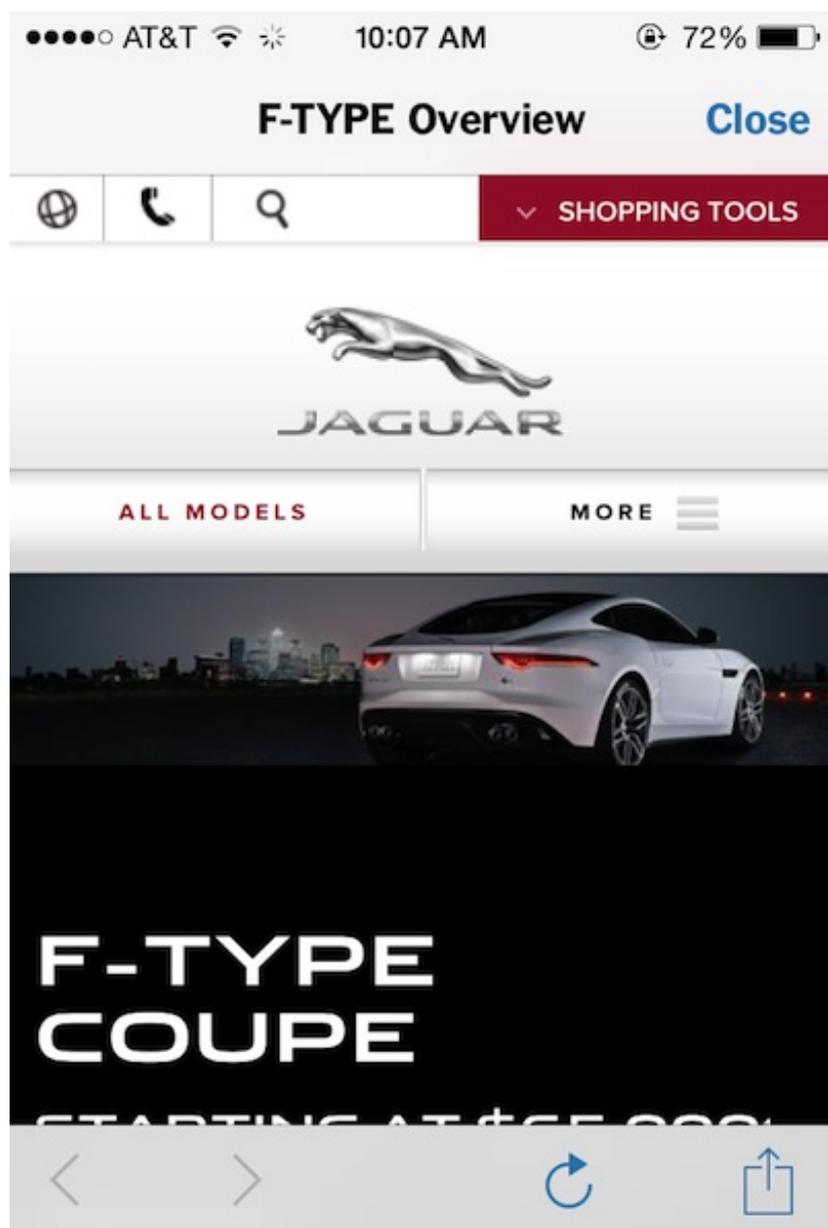
Jaguar's F-Type mobile effort

A click-through on the banner opens an in-app version of Jaguar's mobile-optimized Web site. The Jaguar Web page that opens via the banner is a dedicated overview of the F-Type, but the entire site can be accessed by selecting a different model.

By not redirecting the consumer to a Web site outside the New York Times' mobile app, Jaguar is not creating an inconvenience. For consumers who lose interest or click

accidentally, the close tab is clearly marked at the top of the device's screen to return to the New York Times' content.

Sections include a slideshow of models within the F-Type family along with “explore” prompts and areas focusing on aspects of the model. These areas include the F-Type’s power, construction and interior.



Overview of F-Type model within the New York Times app

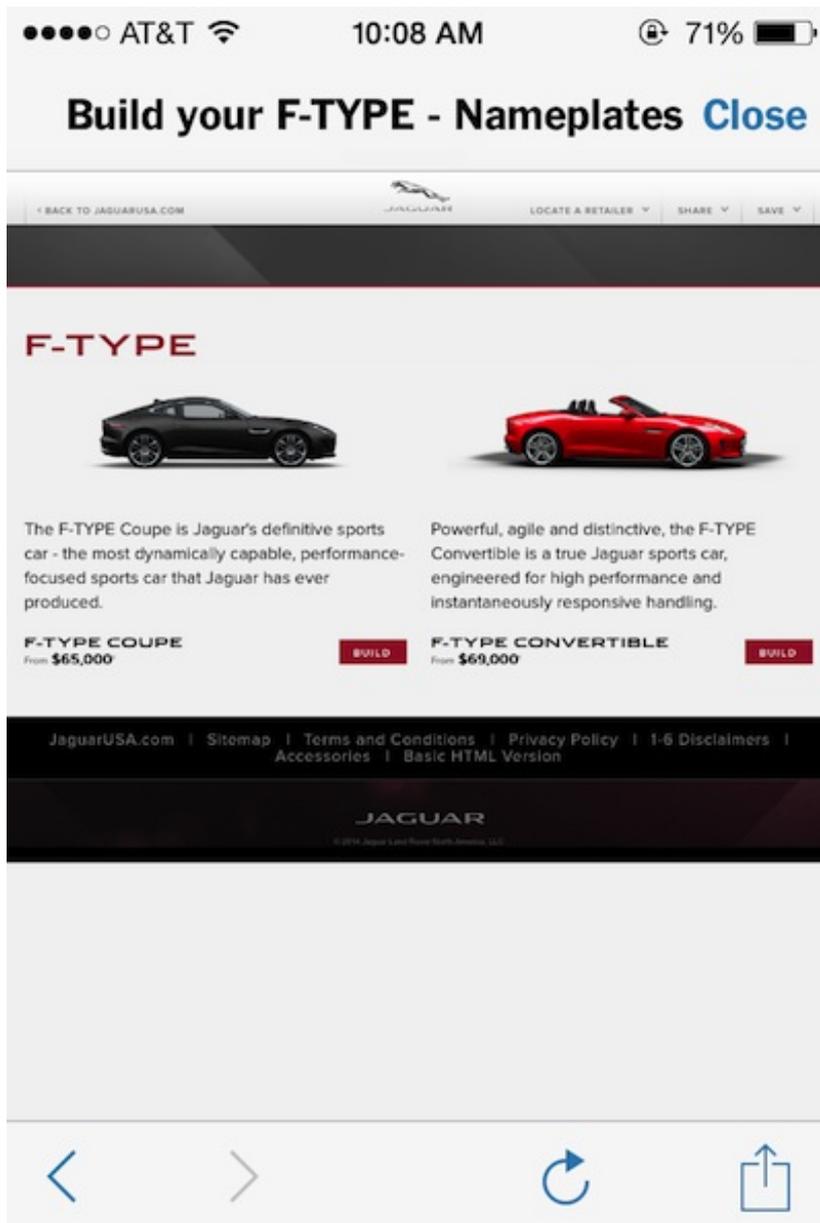
From the in-app Web site, readers can compare F-Type models, request a quote and build their own version. The build a model option is not mobile-optimized and appears very small on the screen of a mobile device.

The user can determine the exterior, interior, dynamics and add-ons. When completed, a quote is generated. As with any mobile content, it is vital that the objective is mobile-optimized to ensure that the consumer has a seamless experience that resembles the desktop version.

"Mobile landing pages should be mobile optimized," Mr. Nolz said. "There are two elements that go into great mobile optimization: display and content.

"Landing sites should easily display across all mobile devices, tablets and smartphones," he said. "Text, graphics, forms and videos should all be easily accessible and render quickly. Any delay in loading the page lowers the interaction rates and drives consumers to other sites.

"Often, to get an effective mobile-optimized display, brands will choose to organize or present content differently than on a desktop landing page. Consolidation of menus, clear and direct calls-to-action or greater emphasis on interactive or visual elements are often best practices for mobile content."



Build your own F-Type options

Although the initial banner ad's copy connects to the British villains campaign ([see story](#)), the Web site does not feature the accompanying content at the forefront. Instead, the Web site is devoted to the model itself with only a brief mention of the campaign in the top slideshow.

In the spotlight

Jaguar has used mobile ads to promote the F-Type in the past, but took a more expansive

approach.

The automaker leveraged its ongoing British Villains campaign with mobile advertisements on The New York Times, The Wall Street Journal and other publications.

While the ad had a takeover feature, displaying a helicopter chase on desktop Web sites, the mobile version was more mundane. The brand had been amassing content for the British Villains campaign for several months and interested readers were able to access the archive with a click-through ([see story](#)).

The aforementioned approach likely resulted in more click-throughs for Jaguar because it likely caused the consumer to stop what they were doing to interact with the ad. Other brands have used a similar tactic.

For example, jeweler Tiffany & Co. pushed its '20s-inspired jewelry lines through advertisements on The New York Times' desktop and mobile sites on the day that Baz Luhrmann's "The Great Gatsby" hit theaters.

While sites such as YouTube and Yahoo! opened with video ads for the film, the New York Times' desktop site May 10 presented an oversized banner ad with videos of items from Tiffany's Jazz Age collections. That same day, the jeweler took out a static banner ad on the news outlet's mobile site that linked to an optimized page where consumers could purchase items from its Ziegfeld Collection ([see story](#)).

Jaguar was on target with including the model configurator, but may have benefited from making it the landing page's main focus.

"Interactive activities, like designing a customer F-Type, are an important engagement strategy for mobile," Mr. Nolz said. "Not only can brands entertain and educate possible consumers, but they can also obtain data for retargeting.

"If a consumer designs a red F-Type with a panoramic roof, but doesn't take any other action, Jaguar can retarget based on that information to attract the user into taking another step down the sales path," he said. "We would like to see the call-to-action for the Build F-Type activity larger and more prominently displayed on the mobile landing page.

"Currently, it's not immediately identifiable on the page. Jaguar should do more to promote and draw attention to this interactive feature and make it a corner stone of their mobile landing site."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/YwYH4m37bnU](https://www.youtube.com/embed/YwYH4m37bnU)