

MULTICHANNEL

Jaguar taps Idris Elba for European roadtrip

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Idris Elba for Jaguar

By NANCY BUCKLEY

Britain's Jaguar is enlisting British actor Idris Elba to star in its upcoming short film as he drives from London to Berlin.

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Luxury Daily

The European roadtrip will be documented on Twitter and captured on camera to be compiled into a short film in February. The socially driven campaign will allow Jaguar to have a pre-production behind-the-scenes campaign and tease its upcoming film while gaining attention from Mr. Elba's fans on Twitter.

"Jaguar really admire Idris and know him to be a real car lover as well as a technology and driving enthusiast, so thought he would be the perfect person to team up with to road test the new XE," Juliet Fairbairn, global brand PR manager, **Jaguar**, Coventry, England. "In addition to that, we knew that we could create a great short film with him that would document his journey."

Before the scenes

Mr. Elba will travel from London to Berlin in the new Jaguar XE in three days. The 750 miles will cover four countries and demonstrate the vehicle's fuel efficiency.

Jaguar, Mr. Elba and others are tracking the journey through the hashtag #IdrisXERoadTrip. The first tweet was on Jan. 24 and invited fans to follow the trip on Twitter.

Along the trip, Mr. Elba is making some stops before he reaches Berlin. For instance, in Belgium he met with Formula One driver Martin Brundle who offered some driving tips at Spa-Francorchamps.

 **Martin Brundle** @MBrundleF1 · 5h
Spa in the ice/snow is even more fun. Sharing some knowledge with the great @idriselba #IdrisXERoadTrip Lovely guy



Mr. Brundle's tweet

Television and branded content producers at Shine North are producing the film and have been using the hashtag to offer a look at the production side of the campaign.

In a branded statement, Jaguar Land Rover PR director Fiona Pargeter said, "As a keen driver with a passion for cars, technology and music, Idris is the perfect fit to test the new Jaguar XE. We look forward to seeing how he achieves an economical drive despite challenging winter conditions.

"The XE is packed with technology stories, and as one of the first people in the world to drive the car, Idris will be sharing his experience of these through a series of short films that fans can view online and on social channels."

Shine North @ShineNorth · 1h

Successful day's filming of #IldrisXERoadTrip draws to a close. Berlin beckons for @idriselba



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Shine North behind-the-scenes

Mr. Elba's destination in Berlin is a DJ gig at a pop-up event in the city. The end result allows the brand to focus on the actor's own interest in music and entertainment as a segue to the XE's smartphone applications, Wi-Fi and audio systems developed with Meridian.

The film series will be teased on Feb. 10 and released later in the month.

Inside look

Other automakers and luxury brands have focused on the behind-the-scenes after the production process of a product or campaign.

For instance, German automaker Mercedes-Benz peeled back the layers of the "Family Life" commercial for its V-Class model with a behind-the-scenes video.

The original commercial was geared toward families looking for a reliable, but edgy, vehicle to suit and spice up their mundane lives. The behind-the-scenes video retained only traces of the original to give a glimpse into the rigorous network powering the commercial ([see story](#)).

Similarly, Italian fashion brand Fendi went behind-the-scenes of its fall/winter fashion 2014 show with a social video.

The video "Pure! Brutal! Glamour!" showed the models, stylists and designers that put the show together and the steps taken to send a completed collection down the runway. The intimacy of this behind-the-scenes video likely sparked interest by presenting the brand's designers and models as relatable to consumers ([see story](#)).

Jaguar's Twitter behind-the-scenes approach allows a minute-by-minute update and images of every part of the journey, it does not limit the brand to a certain video length or image count like a post-production behind-the-scenes campaign might.

"The twitter element allows us to add a live dimension to the road trip for those that want to follow the journey online," said Ms. Fairbairn. "It's also a story that we know our social

media followers will want to be a part of."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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