

INTERNET

Jaguar attracts audience for “fiercest feat yet” with artistic teasers

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Jaguar posted images of the stunt with the hashtag #NoOrdinary

By KAYSORIN

British automaker Jaguar is giving its followers on social media a sneak preview of the exciting feat it will attempt on March 24 to promote the release of its new XF car.

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In an attention-grabbing stunt that had been planned for months, Jaguar intends to drive the new XF across a tightrope suspended high above water. The brand released two teaser videos and a number of images to garner excitement before the event, likely inspiring fans around the world to tune into Jaguar's YouTube channel to watch.

"In the world of luxury, less is often more," said Christine Kirk, CEO of [Social Muse Communications](#), Los Angeles, CA. "Instead of giving everything about the new car away up front, Jaguar is smartly and strategically whetting the car enthusiasts appetite with these sleek and mysterious YouTube videos for the all new XF.

"Barely showing anything of the car except shadows, engine parts and tire rims... it's like seeing the sexy silhouette of a woman – we only see the sexy silhouette of the new XF.

"Jaguar is leaving the rest up to the viewers imagination."

Ms. Kirk is not affiliated with Jaguar, but agreed to comment as an industry expert.

Jaguar was unable to respond by press deadline.

Light as air

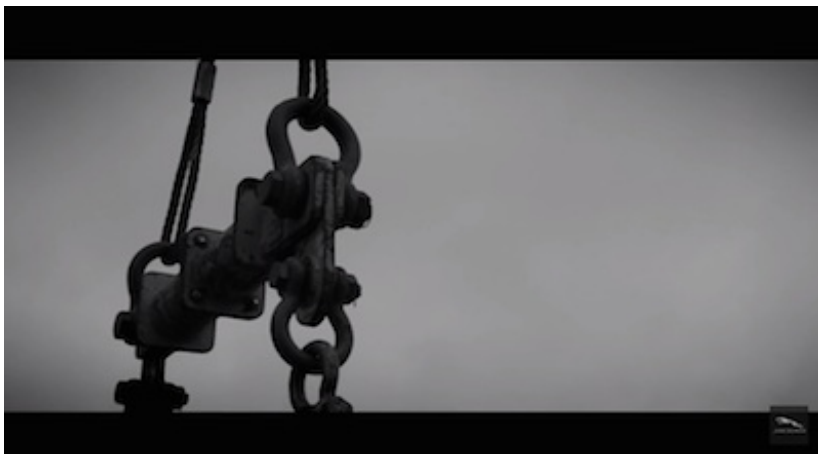
The XF, first released in 2007, is one of Jaguar's best-selling cars, and it is widely praised for its lightweight capabilities. The new XF will be made with more aluminum-intensive material and thus even lighter than its predecessor.



Both films are entirely in black and white

Jaguar is highlighting the lightweight aspect of the new XF with the tightrope-driving stunt, which will require the car to balance on two 35mm thick wires. The car will be driven by stunt driver Jim Dowdall whose skills have been used in popular action films such as James Bond and the Bourne series.

With almost 24 hours to go before the big event Jaguar posted its second teaser video on Facebook, Instagram and YouTube giving viewers a preview of what will take place. The video, titled “#NoOrdinary: Flashes” simply shows a few black and white images of the location where the stunt will take place.



A film noir aesthetic was apparent in both videos

Jaguar has created the hashtag #NoOrdinary to promote the project, emphasizing the uniqueness of both its cars and the stunt that Mr. Dowdall will perform. In addition to the video, the brand also posted images on Facebook and Instagram with the hashtag.

On March 18, Jaguar posted the first teaser video, titled “#NoOrdinary: The Setup” that reveals the effort that has gone into organizing the event. Like the second teaser, it is

entirely in black and white and features close-up shots of the high-wire being assembled and the car being lifted with a large crane.



The mysterious nature of the films heightened viewers' suspense

While the high-wire drive will take place on March 24, the new XF model will officially debut at the 2015 New York Auto Show in April. By promoting the car ahead of the time, Jaguar will likely inspire consumers to attend the Auto Show in anticipation of the release.

An unusual event such as the high-wire stunt will attract attention from a wide range of consumers and help publicize the car before its release. This is a successful strategy because it allows the brand to gain attention without fully revealing the car itself.



Eventually the Jaguar XF will drive across a tightrope over water

Pleasing teasing

This practice of teasing a product before its launch has been adopted by many of the most successful luxury automakers. For example, Italian automaker Ferrari recently jumped ahead of its competitors with a social media release of its new vehicle that was then showcased the next month at the Geneva Motor Show.

The Ferrari 488 GTB was released Feb. 3, 40 years after the first mid-rear engine V8 model, 308 GTB. Ferrari teased the vehicle with a hashtag, imagery and a video on social media. The social aspects of the automaker's unveiling likely gained anticipation and excitement from auto enthusiasts looking forward to Geneva's annual show ([see story](#)).

Videos are often a popular tactic because they can easily be shared on social media.

British automaker Bentley Motors kept its consumers intrigued with another teaser for its new SUV in 2014.

The video joined others on the brand's Web site page dedicated to the upcoming vehicle. By teasing the SUV, Bentley was able to gain attention and anticipation among consumers ([see story](#)).

Jaguar's teaser videos for the release of its new XF will likely have a similar affect.

"A Jaguar on a tight wire is like an elephant standing on one leg on a bucket at the circus," Ms. Kirk said. "It defeats all the odds.

"[It] defies gravity and science, is fantastical and magical. Everything consumers would expect from a new Jaguar vehicle."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/zDXTqIIN2nQ>

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