

EVENTS/CAUSES

Jaguar equips Wimbledon fans via sensors to leverage emotion

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Jaguar at Wimbledon facility

By JOE MCCARTHY

Britain's Jaguar Land Rover is monitoring the emotional fluctuations of tennis fans at Wimbledon June 29 through July 12 to better calibrate its sponsorship efforts.

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The brand devised the #FeelWimbledon campaign to put something concrete behind the claim that the tennis tournament generates emotion and to give fans unable to attend the chance to feel connected to those in the stands. Since sports depend on measurements of various kinds, the audience will likely regard the monitoring of emotion as a way to be more involved in the event, and a competitive element could easily surface.

"Wimbledon evokes lots of emotions and captures our imaginations in so many different ways, so we're very excited to celebrate what makes Wimbledon so special through our #FeelWimbledon campaign," said Laura Schwab, U.K. marketing director at [Jaguar Land Rover](#), London.

Emotional intelligence

Wimbledon is the oldest tennis tournament in the world and is considered by many to be the most prestigious. The courts at the All England Lawn Tennis and Croquet Club have

grass surfaces, making Wimbledon the only tournament in the world played on grass.

Jaguar announced its status as the official car of Wimbledon in April and released a brief video with brand ambassador José Mourinho, the general manager of the football club Chelsea ([see story](#)).

In addition to supplying the event with 170 vehicles, the brand is deploying a multichannel campaign to keep excitement high and make its participation integral.



Jaguar at The All England Lawn Tennis Club

Select fans entering the tournament facility will be given biometric wristbands that will capture heart rate, movement and location around the grounds.

Atmospheric sensors will also collect data on crowd movement, audio levels and infrared readings.

Finally, sociometric tracking will observe conversation on Facebook, Twitter and Instagram.

Combined, the three tactics will provide a rounded look at the emotional progression of the tournament.

During peak times of emotion, Jaguar will celebrate with fans through its social channels and on an exclusive [Web site](#). Fans can access live updates of mood and crowd emotions throughout.



Jaguar #FeelWimbledon campaign still

Those in attendance may be spurred to be extra jubilant and noisy to be recognized as the most emotional.

Further, this unusual approach will likely give Jaguar more visibility, and will lead to more conversations on social media and in-person revolving around the brand.

Making the most

Tennis is a fitting sport for luxury brands to sponsor since the audience skews affluent. An effective digital campaign can also elevate the impact a brand has.

For instance, Tag Heuer used the latest live-streaming technology to share fun and exciting events with its followers.

The brand hosted a tennis match outside its store on the Champs-Élysées in Paris, pitting brand ambassadors Maria Sharapova and Nei Nishikori against each other for a lighthearted game. By streaming the event on Periscope, Tag Heuer ensured that consumers around the world would have real-time access to the match as it unfolded ([see story](#)).

The exposure for Jaguar will be substantial if it is able guide the Wimbledon conversation for a continual period, instead of being seen as a curious novelty.

"With 500,000 people attending Wimbledon this year, it provides Jaguar with incredible exposure in London and a fantastic platform to showcase our products, especially the Jaguar XE," Ms. Schwab said.

Final Take

Joe McCarthy, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/kmrxfe-imWo>