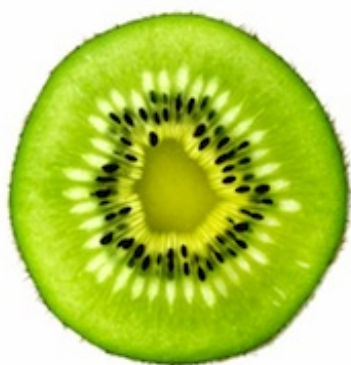


INTERNET

Rolls-Royce challenges consumers' imaginations for bespoke promotion

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Inspiration is everywhere, even kiwis

By JEN KING

Rolls-Royce Motor Cars is finding bespoke inspiration in unexpected places through a new marketing push promoting its customization practices.

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Through a social video and image gallery, Rolls-Royce is showing its consumers that inspiration can be drawn from the colors of nature to the drama of architecture to express that no concept is beyond the automaker's bespoke capabilities and dedication. Across sectors, bespoke customization allows the consumer to play the role of the designer to create a product that truly speaks to them.

"'Inspiration is Everywhere' video is a reflection of the diversity in the tastes, preferences and motivations of Rolls-Royce owners and potential buyers," said Jim Gentleman, senior vice president of account management and strategy at [SK+G](#), Las Vegas. "The video vividly depicts the beauty that can be found all around us in a 'life as art' way.

"True to Rolls-Royce, the difference is in the details," he said.

Mr. Gentleman is not affiliated with Rolls-Royce, but agreed to comment as an industry expert.

Rolls-Royce did not respond by press deadline.

Be inspired

To generate interest in its bespoke program, Rolls-Royce shared a customized Ghost model that drew inspiration from an unexpected animal, the panda. The automaker encourages consumers to view the models through a link stating, “Inspiration is everywhere.”

A click-through lands on Rolls-Royce’s inspiration is everywhere Web page, but does not directly link to the bespoke Ghost Chengdu-Panda seen on its social pages.

The inspiration Web page begins with a video that restates that inspiration is everywhere while showing rock sculptures, architectural staircases, seashells and orchids. Many of these stills are juxtaposed with bespoke panels inlaid with mother of pearl or types of wood as created by Rolls-Royce.



Rolls-Royce video still

Each still features objects or elements that some consumers may not immediately think of when contemplating bespoke automobiles. These range from sunflower seeds and white horses to fingerprints and guitar strings, kiwis and reptiles.

As these images are shown, Rolls-Royce continues to place bespoke touchpoints within the two and a half minute film such as embroidered headrests, colored engines, dashboards and wooden details. One example featured in the film is Rolls-Royce’s Phantom Metropolitan collection.

Limited to only 20 models, these Phantoms were hand-crafted and inspired by the modern metropolis. Inside the model, the Phantom’s signature picnic table has an elevated view of a city made of 500 individual wood veneer pieces ([see story](#)).

Rolls-Royce ends its inspiration video by stating that “Bespoke is Rolls-Royce.”

Where do you find inspiration? From the drama of architecture to the vivid colors of nature, we’ll take your inspiration and hand craft it into a reality. Bespoke is Rolls-Royce.

Below the video content, Rolls-Royce offers a short bit of text to further emphasize that its “customers’ imaginations are the only limits to what the Bespoke team can achieve.”

These bespoke elements include, but are not limited to, marquetry, paint colors, embroidery, Champagne chillers and bejeweled dashboards.

The section also includes a comment from Lars Klawitter, head of bespoke, who says, “Nothing gives [him] more pleasure than witnessing [a client’s] delight as they explore the finely honed features of a truly unique automotive event.”

To capture this, Rolls-Royce included three image galleries dedicated to its three models: the Phantom, Ghost and Wraith. As the consumer scrolls through the galleries, various bespoke projects appear including the Phantom Pinnacle Travel series, the Ghost Chengdu-Panda and the Wraith Bespoke Spirit of Ecstasy model.

Bespoke tech

Rolls-Royce has turned to social networking applications to promote its bespoke programs. These initiatives are appealing to both aspirational consumers who are interested in interacting with the brand and individuals in the market for a bespoke automobile.

For instance, in 2013, Rolls-Royce familiarized fans with the scope of its bespoke services through an Instagram contest that asked fans to submit pictures of vibrant colors that would look good on Rolls-Royce vehicles.

The “#RollsRoyceInColour” campaign aimed to instill in consumers the idea that Rolls-Royce vehicles are commissioned rather than bought. The winner of the contest received a scale model of a vehicle painted in the color of the submission ([see story](#)).

More recently, Rolls-Royce introduced its latest bespoke offering with a modern twist by broadcasting the official vehicle launch on the live-streaming app Periscope.

“Wraith – Inspired by Fashion” is a new model that aims to take the personalization of haute couture to the automobile industry. Its release on Friday, May 8 at the Pratt Institute’s Women of Influence in the Business of Style panel discussion was streamed live via Periscope, allowing consumers to experience the event on their mobile devices ([see story](#)).

By emphasizing the commissions of other consumers, Rolls-Royce may see new orders placed as individuals are inspired.

“By richly illustrating what other owners have done to tailor their headrests, dashboards, door panels and more, the video allows potential buyers to envision how they might personalize their Rolls-Royce,” Mr. Gentlemen said.

“The ‘Inspiration is Everywhere’ video brings the ‘Bespoke is Roll-Royce’ promise to life by

showcasing the many ways Rolls-Royce customers can customize their vehicles – treating them almost as cultivated living spaces that transcend transportation,” he said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/CW19ziczmo4>

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