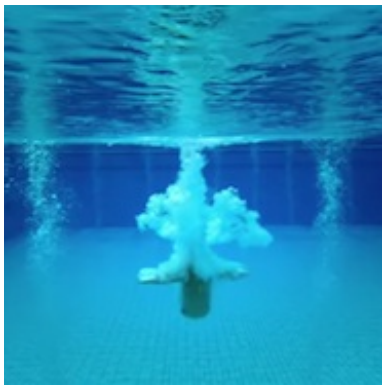


INTERNET

## Land Rover shares stories of success in documentary series

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*Jaguar*

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By KAYSORIN

Britain's Jaguar Land Rover is highlighting its ability to go above and beyond with a new documentary series that examines the question of what it takes to do the unexpected.

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"A Life Extraordinary" follows four individuals with unique careers who have been able to achieve success in their fields, emphasizing Land Rover's position as an extraordinary automaker. The film explores innovation and motivation from a psychological perspective and reminds consumers of the brand's most impressive qualities.

"Obviously this effort is made to draw a global parallel between extraordinary people and extraordinary cars — or in this case SUVs," said Bob Prosser, CEO of [Auto World Marketing Corp](#), San Diego. "What was their strategy and justification for this marketing exercise?"

"Connecting all those dots seems a bit of a stretch to me," he said. "Does this exercise inspire me to achieve goals? Perhaps, but isn't that Tony Robbins job? Does it inspire me to purchase a Range Rover?"

"Nope. I guess that makes me ordinary."

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

Jaguar Land Rover was unable to respond by press deadline.

Out of the ordinary

A Life Extraordinary will consist of one eight-minute documentary film narrated by psychologist Dr. Brian R. Little that will explore the motivations and conflicts behind success. Four additional films will dive into the lives of the four individuals profiled and combine Dr. Little's insights with their personal stories.



*The film follows the stories of four individuals*

The film will follow the careers of musical conductor Xian Zhang, fashion designer Anouk Wipprecht, conservationist Tom Lalampaa and professional diver Victor Minibaev. Profiling such a diverse range of individuals makes the film more compelling to a wider audience and ensures that the themes will be explored in depth.

Dr. Little's best-selling text "Me, Myself and Us" investigates the intersection between personality and success, looking into why some individuals are able to go "above and beyond." Land Rover's documentary series will extend the conversation and question what makes people test their limits to achieve new goals.



*Professional diver Victor Minibaev prepares for a dive*

The series was directed by British Academy of Film and Television Arts award-winning

director Ben Anthony and produced by Sundog Pictures. Mr. Anthony sought to explore the inner lives of the individuals and the personal motivations that inspire them to succeed.

A Life Extraordinary is intended to remind consumers about Land Rover's own history of going above and beyond with its vehicles. Sometimes a subtle approach like this documentary series is more appealing to consumers as it allows them to form an emotional connection with a brand.



*Musical conductor Xian Zhang as she leads her orchestra*

New perspectives

Land Rover is not the first luxury brand that has used individuals with seemingly unrelated professions to highlight brand values.

For example, Swiss watchmaker Jaeger-LeCoultre used a realistic approach in its advertising campaign to connect with consumers on a more intimate level.

The "Open a Whole New World" campaign featured a number of real-world individuals with careers in a wide variety of industries. By sharing these personal stories, Jaeger-LeCoultre showed that its products are attainable and compatible with a many different lifestyles ([see story](#)).

Sharing these stories of perseverance via video will allow Land Rover to connect with consumers in the digital space. This has been an increasing trend for automakers in recent years.

While automotive commercials tend to be singular in their push for sales, commissioned short films generally step away from self-promotion and celebrate broader areas of life.

Consumer relationships begin with the vehicle, but brand loyalty often arises from the values a brand embodies outside of commerce. Film happens to be an effective tool for broadcasting these values, and luxury automakers regularly commission videos where they play a minor role ([see story](#)).

Sharing a more nuanced perspective of the brand may help Land Rover improve its connection with consumers.

"From its inception in the late 1940s, Land Rover became the de facto vehicle for

exploring and pioneering across continents — the Never Never's, Amazon's and Serengeti's of the world," Mr. Prosser said. "With this in mind, it seems to me that Land Rover's marketing department should have focused on the last word in [head of marketing] Dominic Chamber's quote, pioneering.

"Showcasing people around the world who followed their desires to 'pioneer' new vistas—literally and figuratively—would be a more natural parallel with one of the best off-road vehicles in the world that are made to do just that. And they—the people and vehicle that took them there—did it exceedingly well."

Final Take

*Kay Sorin, editorial assistant on Luxury Daily, New York*

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