

ADVERTISING

Jaguar shows "clich-proof" qualities of XF in humorous film

October 20, 2015



Jaguar XF

By STAFF REPORTS

British automaker Jaguar is poking fun at the stereotyped businessman in a short for its new XF.

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The one-minute film paints Jaguar's "luxury business saloon" as a disruptor to the type of cars driven by the clichéd suit, who are seen playing into over-the-top tropes. Playing into accepted notions of business culture to an extreme may help inspire consumers to break from the expected with Jaguar.

Business plan

At the start of the video, a man walks down an open hallway talking on a cellphone as two assistants follow closely behind. He hangs up, and without missing a beat gives one of the women the phone he was just on, trading it for the line the other was holding.

Text appears, saying, "We all know the type." The same man walks into a trading room, throws his jacket at one worker and high fives another while still on the phone, to the delight of a younger coworker.

Another vignette captures a man in the middle of a spin class brokering a deal, for which he will not take less than \$3 million.

Other scenes show men speaking in clichés, either during an overly dramatic presentation or a business lunch.

These men are then shown getting into their purportedly clichéd cars, when the XF zooms by. Each of them turns their head to give it a second look, as the text reads, "It's time for something new."

Jaguar leaves consumers with the idea that the XF "is not business as usual."

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It's time for something new, something cliché proof. This is not business as usual. This is the all-new Jaguar XF. See...

Posted by [Jaguar](#) on [Monday, October 19, 2015](#)

This campaign is part of a larger effort from Jaguar to boost its appeal among U.S. consumers.

Jaguar is courting United States consumers with the roll out of a new market strategy that adds two vehicles to its lineup and the addition of complimentary maintenance.

In an effort to boost its competitive edge, particularly among entry-level consumers, the brand is heralding its transformation via marketing campaigns that center on the value of its vehicles. In recent years, luxury automakers that have extended their pricing strategies downward have seen a boost in sales as they open themselves up to a wider consumer base ([see story](#)).

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