

MOBILE

## Jaguar boosts entry-level efforts with nostalgic Instagram placement

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*Jaguar XE*

By SARAH JONES

British automaker Jaguar is appealing to potential first-time buyers with a promoted Instagram post.

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The carousel ad creates a panoramic image of a man eyeing the brand's XE model, telling consumers, "You always remember your first." Instagram gives marketers a chance to reach consumers in a setting that can feel more conversational and less obtrusive than the traditional display ad.

"To target a new millennial customer who is mobile savvy, Jaguar is supporting the pre-launch of the all-new XE through an integrated campaign across Facebook and Instagram," said Kim Kyaw, digital, social and CRM manager for [Jaguar Land Rover North America](#).

"People on Facebook and Instagram will interact with video and carousel ads containing images of the all-new XE," she said. "On both Instagram and Facebook, people will receive Jaguar ads to drive The Art of Performance tour RSVPs in seven major U.S. cities. We will also build awareness of the XE and Jaguar EliteCare ownership benefits, to ultimately drive pre-orders of the XE."

### Making memories

Instagram created the carousel ad format almost a year ago, giving marketers the opportunity to tell more of a story within a single promoted post.

Jaguar USA is now using the capability to showcase different facets of the same owner's experience with its XE model.

The ad placement opens with the image of a man walking through a parking garage, his gaze fixed on the front of a bright red XE. As the consumer scrolls through the carousel, they are able to share his excitement as they discover the front and back of the car.



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*Screenshot of Jaguar ad*

In the final image, the man is shown in the driver's seat of the car, his wish fulfilled.



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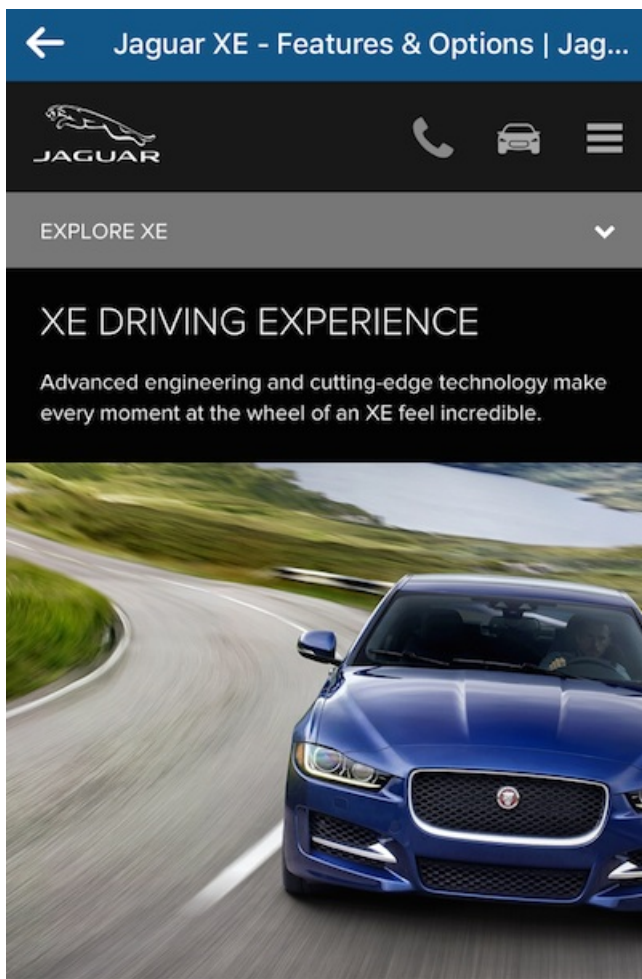
*Screenshot of Jaguar ad*

Below the images is the caption "You always remember your first. #NextGenJaguar," and the automaker provides a button to "learn more."

At the click-through, consumers are brought to a page where they can read about and view some of the features of the XE. The brand explains that the car's engineering and technology were designed to help in navigation of "challenging road conditions."

Further down the page, the viewer can see diagrams detailing the car's aluminum body and torque vectoring, which provides grip on twisting roads.

Consumers can view a video demonstrating the model's All Surface Progress Control, which acts as a low-speed cruise control, keeping the car at the same speed in low-traction situations.



The XE is engineering and technology working together to give you an unforgettable driving

*Screenshot of landing page*

At the bottom of the page, after the consumer has explored all of the facets of the vehicle, the brand gives options to build or reserve an XE.

Since the XE's debut in 2014, Jaguar has courted younger, trendier consumers through creative partnerships.

Jaguar enlisted artists from the worlds of music, design and film to get fans "exhilarated" for the Jaguar XE model.

The "Feel XE" campaign was led by British recording artist Emeli Sand and rallies fans around their various passions. Jaguar also partnered with fashion designer Stella McCartney and actor Idris Elba ([see story](#)).

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 ([see story](#)).

Part of its appeal to Instagram users, Jaguar has devoted its bio link on the platform to the XE. When consumers click-through, they are taken to a page with a schedule for the XE's appearances during a multi-city tour.

*Jaguar Presents: The Art of Performance Tour Audition - XE | JaguarUSA*

Authenticity and engagement

Audience platforms that treat brands like consumers allow for the most authenticity, but they also require marketers to adhere to community rules, according to panelists at ad:tech New York 2014.

Compared to display ads and search that are standardized, the fragmented array of platforms ask brands to adapt to unique consumer experiences. While this makes it trickier for marketers to deliver a message across platforms, finding ways to speak to a particular online community can have a greater impact and resonance ([see story](#)).

"The campaign is multi-faceted starting with awareness of the all-new XE, education of the features/benefits of our new compact luxury sedan and ultimately pre-orders of the vehicle," Ms. Kyaw said. "The campaign is ongoing and measurement goes beyond engagement on Instagram and will add measurement of key shopping actions on JaguarUSA.com."

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