

MOBILE

Jaguar taps SMS for XJ test-drive offer

April 8, 2011



By RACHEL LAMB

Automaker Jaguar is using SMS to offer test-drives to customers while promoting the new 2011 Jaguar XJ.

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Customers receive a short message that offers a chance to drive a 2011 Jaguar. There is link inside the text message that leads to a mobile Web page with more information and videos.

“Many luxury brand customers lead on-the-go, connected lives that put the mobile device within a few feet of them wherever they travel,” said Jeff Hasen, chief marketing officer of [Hipcricket](#), Kirkland, WA.

“Mobile is often the only effective way to ensure you are reaching an affluent consumer when he or she is out and about and more likely to purchase an automobile, for instance,” he said. “Also, because the price of goods and services is higher, affluent mobile subscribers often want to go further than a traditional ad.

“An example would be a consumer seeking to learn more about a product or service through a video or Web site delivered via mobile and perhaps launched via a link in a text message.”

Mr. Hasen is not affiliated with Jaguar, but agreed to comment as a third-party expert source.

Jaguar did not respond by press deadline.

The 2011 XJ is a 5-passenger, 4-door sedan, ranging from the XJ to the XJL Supersport.

The XJ is equipped with a standard 5.0-liter, V8, 385-horsepower engine that achieves 16-mpg in the city and 23-mpg on the highway. It starts at \$72,700.

Text drive

Jaguar regularly sends out SMS messages with new offers that drive in-dealer and online traffic.

Consumers who texted JAGUAR to the shortcode 524827 were sent a link that took them to a dedicated Jaguar XJ site.



Dedicated mobile page

On the site, consumers are able to find local dealers to test-drive Jaguar models, twirl their fingers on a model to view the model in a 360-degree rotation, change the color of the car, watch videos and sign up to receive more information via email, direct mail and SMS.

“Luxury customers respond to SMS because, for the first time, they are finally being given a call to action to go along with the beautiful [ads],” said Tim Miller, president of [Sumotext](#), Little Rock, AR.

“I think consumers are eager to engage via SMS because the mobile channel has always had the implication that something good is waiting, like direct links to product specific content and commerce,” he said.

Auto mobile

This opt-in service ensures that new product information, campaigns and offers go to customers who are the most likely to use them.

Jaguar has become a pro at developing its SMS campaign.

The brand has incorporated its SMS in television commercials to drive dealership traffic ([see story](#)).

Furthermore, BMW has been able to measure the success of its MMS campaigns and, in doing so, uses this information when developing marketing techniques ([see story](#)).

“Affluent Americans are more likely to carry a smartphone or tablet, appreciate extraordinary customer service and show willingness to spend more on products and services when value is established,” Hipcricket’s Mr. Hasen said.

“Many luxury brands, including top car manufacturers, spend heavily in traditional media,” he said. “By adding a mobile component like SMS or a QR code, what was previously a passive activity becomes interactive and engaging.

“Beyond selling a product or service, the goal is to build loyalty that leads to repeat business and referrals.”

Final Take

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