

AUTOMOTIVE

Land Rover takes fans on numerous adventures through video tools

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Land Rover's "Serenity in Storm" video

By BRIELLE JAEKEL

Land Rover is taking consumers on an adventure, explored on a multitude of channels, with a television spot supported by live social video and virtual reality for a new design.

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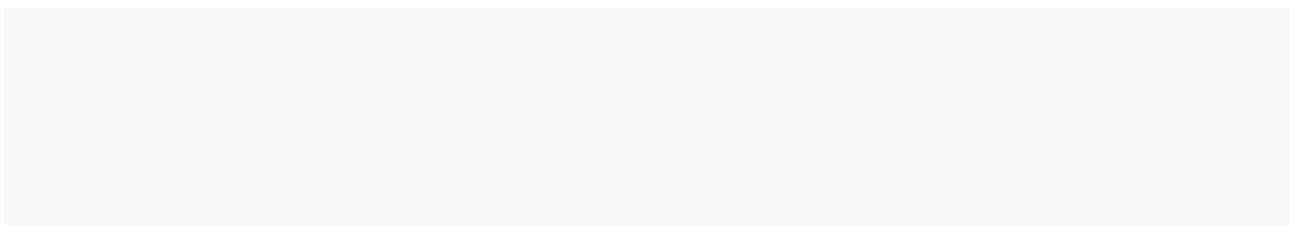
The new 2017 Discovery from Land Rover is being revealed through a multi-platform campaign that brings users in on its adventure. The Land Rover BAR sailing team and television personality Josh Gates will show off a wide range of travel adventures as well as the new Discovery.

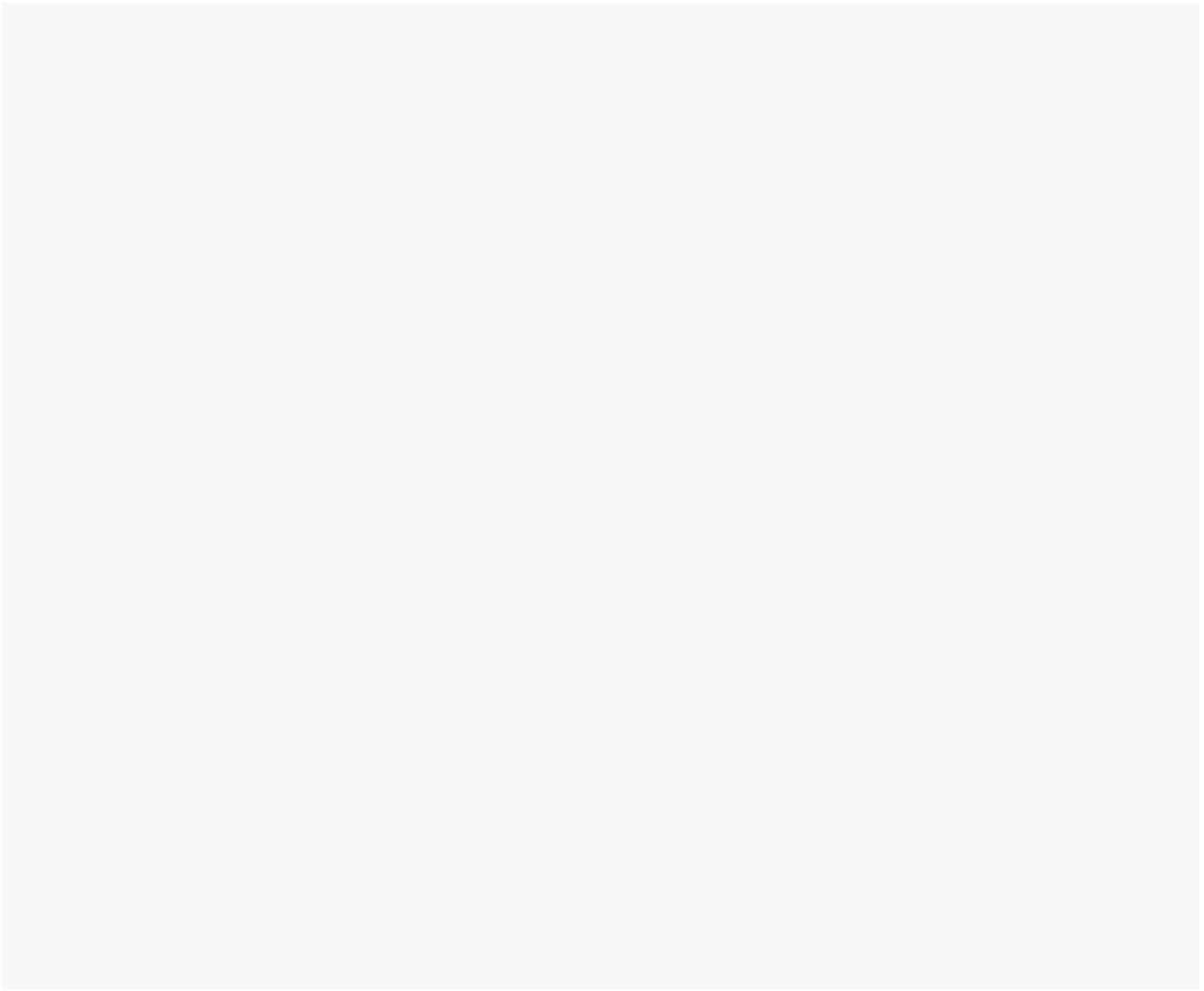
"After a record breaking sales year for Land Rover North America in 2016, we're excited to now expand the vehicle line up with the addition of the new Discovery," said Kim McCullough, vice president of marketing at Jaguar Land Rover North America, New York.

Discovering adventures

Starting with a 30-second television spot, airing on the Travel Channel and CNN's Anthony Bourdain Parts Unknown, the campaign will focus on discovery and adventure. The theme aligns with the image of the vehicle.

"Serenity in the Storm" shows competitive sailor Sir Ben Ainslie driving the new Discovery through a sandstorm to the tune of the iconic "Blue Danube" waltz by Strauss. While visibility is almost nonexistent, Sir Ben continues to drive on without being phased, even opening the sunroof without any dust coming in.





A post shared by Land Rover USA (@landroverusa) on Apr 26, 2017 at 10:40am PDT

He is able to drive out of the sand storm, catching up to his sailing teammates who are attempting to outrun the storm. They all get into the Discovery and make it to their coast to compete in a sailing competition.

Before getting into the vehicle, the team is able to configure the SUV's seating through its application while still running to outpace the storm.

In another facet of the campaign, Josh Gates will bring users on a "live journey" that features the SUV in a wide range of assets. The interactive journey will be showcased on live streaming through social media as well as 360-degree video.

All-New [#LandRover](#) [#Discovery](#) all roads lead to adventure.

Book a test drive: <https://t.co/TwndgILSMJ> pic.twitter.com/7V5m4d11qO

Land Rover (@LandRover) [May 1, 2017](#)

Land Rover is also working with Anthony Bourdain Parts Unknown to share an additional guide named "Explore Parts Unknown." The guide will act as a mobile-first immersive guide with original stories and video as additional content to the show.

Mr. Bourdain will also be featured in an additional series, sponsored by Land Rover, in which he travels through Spain at the wheel of the new Discovery.

Jaguar Land Rover is often leveraging interactive digital tools such as this. For instance, the brand made new models available to view in its showrooms in a faster timeframe with the help of virtual reality.

After piloting the technology for the launch of its F-Pace in the United Kingdom last year, the brand is using its virtual reality experience to introduce each of its 2017 models to consumers. Using a digital platform makes it easier for potential buyers to make a decision before a physical model has arrived at a point of sale ([see more](#)).

Land Rover and equestrian

The Discovery will also be featured at various on-site events that fit in with the lifestyle image of the vehicle such as the Rolex Kentucky Three-Day Event.

Land Rover is hoping to appeal to fans and athletes at the event through experiences and awards.

The brand is returning as presenting sponsor of the Equestrian Events, Inc.-produced event for the eighth year in a row and is making its presence known through driving challenges, an experiential display and \$400,000 in prizes for winning riders. Luxury brands frequently make an appearance at equestrian events, which afford them an audience of affluent competitors and spectators ([see more](#)).

"With seating for up to seven full-sized adults, the Discovery is the perfect vehicle for our active consumer, whether it's a family taking a road trip for the holidays or a group of friends on a weekend adventure," Ms. McCullough said.

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