

AUTOMOTIVE

## Jaguar looks for new engineers in unlikely places

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*Jaguar Land Rover partners with Gorillaz for its in-app game. Image credit: Jaguar Land Rover*

By BRIELLE JAEKEL

British automaker Jaguar Land Rover is acting on its ambassador program with the Gorillaz band to show off the performance of its vehicle while also looking for new talent.

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Coders and engineers looking to join the Jaguar Land Rover team can apply through a mission-driven experience. The animated band Gorillaz is lending its application to the vehicle in an attempt to recruit the best coders through a new game.

"As the automotive industry transforms over the next decade, fueled by software innovation, we have to attract the best talent and that requires a radical rethink of how we recruit," said Alex Heslop, head of electrical engineering at [Jaguar Land Rover](#), Warwickshire, Britain. "Here, we've found an engaging way to recruit a diverse talent pool in software systems, cyber systems, app development and graphics performance.

"It will be the first of its kind," he said.

### Playing with Jaguar

Jaguar first aimed to shrink the skills gap facing manufacturing with help from a virtual ambassador.

The automaker, a lead investor in automotive R&D and manufacturing, teamed with Noodle, the fictional Japanese guitarist and founding member of the Gorillaz, a virtual band from Britain. The automaker developed a number of vocational programs as part of its pledge to safeguard manufacturing skills for the future ([see story](#)).

Now the brand is unleashing a new game that lives within the band's app, which is a virtual representation of the band's home.



### *Gorillaz app for iPhone*

"Next Generation Recruitment with Gorillaz" will assist Jaguar in hopefully finding almost 5,000 new employees to join its team throughout the year.

"The new Gorillaz mixed reality app is an innovative recruitment tool that has been designed to recruit the next generation of world-class electronics and software engineers," said Leah Watkins-Hall, national corporate and brand communications manager at Jaguar Land Rover, New York. "This first of a kind approach has been designed to inspire and attract a diverse range of talent and fresh thinking to the brands, looking beyond traditional qualifications.

"Our ambition, with the app, is to hire 5,000 new recruits in the next year," she said.

### Gaming marketing

The game takes place in the band's basement, first informing users about the Jaguar I-PACE Concept by having players assemble it. The second phase is more challenging and designed to test real coders that could possibly join the Jaguar Land Rover team.

A series of code breaking puzzles will require players to think critically in a way that mirrors real life experience that would be needed to work with Jaguar.

### *Jaguar and Gorillaz video for the game*

Another layer to the game allows users to click on a poster of Noodle to vote for members of the Jaguar Racing team to receive a power boost during its upcoming race.

Similarly, British automaker McLaren looked for a new addition to join its team and pitted the best gamers in the world against each other for the coveted position.

"World's Fastest Gamer" was the supercar brand's campaign to find the best talent to its brand as a simulation driver. Gamers around the world competed to earn the spot as finalist at McLaren's headquarters in the fall ([see story](#)).

"Applicants will take a two-part challenge," Ms. Watkins-Hall said. "The first part is designed to educate users about the benefits of electric vehicles and involves assembling the Jaguar I-PACE Concept, the first all-electric Jaguar five-seater sports car.

"In this part, users will learn about the vehicle's performance, battery technology, space, charging and range," she said. "The second, and more demanding part of the game, is developed to engage and recruit budding electronic wizards and coders and will focus on cracking codes in Alternate Reality Game format (ARG).

"The challenge takes them on a series of code breaking puzzles that will test their curiosity, persistence, lateral thinking and problem solving skills, which are all real world attributes of a new generation of software and engineering talent. Upon completion of the challenges, successful applicants will be sent an e-mail to let them know that they have met the requirements, and they will then receive details for a follow up telephone interview."

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