

INTERNET

## Land Rover goes with Internet films for new Range Rover

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By RACHEL LAMB

Land Rover, maker of Land Rover and Range Rover cars, is pushing its Evoque models with an Internet film called “Being Henry” that allows users to watch the film that ultimately reveals the consumer's perfect car.

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Actor Leo Fitzpatrick, who plays Henry, portrays nine different scenarios with 32 possible endings. The choices that the viewers make in terms of direction, color and other choices will ultimately lead the viewer to the ideal Range Rover at the end of the story.

Evoquative

The film is available at <http://www.helloevoque.com/beinghenry>.

Users can click on “play interactive film” to start the video.

After a brief introduction, users start to make choices for Henry, including which directions he takes and which items he picks up.



*Click and drag Henry to where you want him to go*

Subtle variations in color, direction and interaction will combine to make the consumers' perfect Evoque appear at the end of the video.

Land Rover also describes how the Evoque was chosen, depending on the choices that the viewer made for Henry.

Consumers are able to see all angles of the car, including the interior, front, posterior and side views.



*The perfect Range Rover*

Land Rover has provided the ability for consumers to customize the car even further. There are links to the brand's Web site as well as a number to call.

The brand makes it easy for its customers to connect with the brand and its products. It has also included a sign-up for branded emails.

Hooray Henry

Although the number of luxury brands who have used create-your-own-adventure films are few and far between, there are some companies who see the benefit and power of online video.

For instance, Aston Martin is promoting the Rapide, its four-door sports car, and the Cygnet, its new compact city car, with innovative short films and social media marketing ([see story](#)).

Automakers are not the only brands with this idea.

Leather goods manufacturer Tod's is targeting consumers with a short film to promote its spring/summer collection and, in the process, building its email database ([see story](#)).

Despite demographic differences, consumers worldwide will be able to participate in the Being Henry film.

Moreover, the distinctiveness and originality of this tactic will also benefit Land Rover.

Final Take

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