

AUTOMOTIVE

Jaguar saves citizens from Boring and Dull with the F-Type

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Jaguar heads to Dull, Oregon and Boring, Scotland for its latest spot

By BRIELLE JAEKEL

British automaker Jaguar is taking a trip to two towns, Dull, Scotland and Boring, OR to bring some excitement with its latest vehicles.

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The towns of Dull and Boring are real places with not much going on that provide the landscape for Jaguar's latest spot. The new vignette surprises citizens from these two towns, who claim life is monotonous where they live, by letting them take a joy ride in the F-Type.

"Our goal with this campaign was to bring some excitement to residents in the towns of Dull and Boring with the thrilling new 2018 Jaguar F-TYPE R, the most dynamically capable and performance-oriented sports car in the Jaguar family line up," said Joe Torpey, communications Manager at Jaguar Land Rover North America. "We wanted to demonstrate how the vehicle can excite the senses and enhance everyday driving experiences."

Dull and boring

Boring, OR, with a population of 8,000 and Dull, Scotland, with a population of only 86, were given a little bit of excitement from Jaguar in its latest video.



Still from Jaguar's Dull and Boring video. Image credit: Jaguar

Two men from Boring explain how the town is a little well, boring, while two women from Dull explain how dull their town is.

The spot opens with these remarks as well as shots of the town signs, including their population numbers.

"Dull is pretty dull," says one of the women from Scotland. The men from Oregon explain that, "Boring is boring. There is nothing to do in Boring."

As they repeat the words "dull, dull, dull" and "boring, boring, boring," two Jaguars are shown speeding through the small towns. The women look over and there is a new Jaguar F-Type in their driveway, while the men from Boring discover the same.

Both pairs climb inside the vehicles and look around at all the features in the model. One of the women can be heard saying, "Oh, I want one!"

Each group exclaims in excitement when revving the engine. They both take the vehicles out for a joy ride in their "dull and boring" towns, bringing excitement to every day life.

While they drive they all giggle in excitement. Both groups drive by townspeople and interact with them, many of whom are enthralled with the look of the Jaguar.



Jaguar F-Type during filming. Image credit: Jaguar

Each pair eventually switches drivers, so that everyone has a turn driving the F-Type. One of the men from Oregon explains, "It is going to make driving anything else painful."

Both groups stand in their driveways, forlorn as the Jaguars are taken away.

Jaguar marketing

Jaguar's lighthearted comedic campaign is one of the many unique vignettes the brand has commissioned.

For instance, the automaker recently introduced its new E-Pace to consumers by showcasing the series of tests the vehicle endured.

Ahead of the reveal of the brand's latest SUV on July 13, Jaguar put the model through its paces, driving it through the most difficult conditions around the globe in 120,000 hours of testing across 25 months. The final challenge for the E-Pace involved attempting to recreate a cinematic stunt, allowing the automaker to go down in the record books while promoting its launch ([see more](#)).

Jaguar also recently showcased its most powerful XJ model yet with a high-speed interview with the car's designer.

A short video captured what claims to be the "fastest interview ever," as TV presenter and racecar driver Amanda Stretton grills production studio director and SVO Projects Wayne Burgess about his auto design. Creating a visual representation of the XJR575's 0 to 186mph acceleration in 44 seconds, the conversation was kept to an identically short time frame ([see more](#)).

"Bringing the F-TYPE to the small towns of Dull and Boring allowed us to have a bit of fun with the brand in a way that was relatable for Jaguar consumers in the United Kingdom and the United States," Mr. Torpey said.

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