

AUTOMOTIVE

Range Rover commands respect amongst wolves for latest design

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Introducing the new Range Rover Velar. Image Credit: Jaguar Land Rover.

By BRIELLE JAEKEL

British automaker Land Rover's Range Rover is partnering with keen media brands that share audience passion points in a new campaign to welcome its new Velar to North America.

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The 2018 Range Rover Velar is being shown off with a new 30-second spot spanning multiple channels with visibility on publications such as The Wall Street Journal, Cool Hunting and Robb Report to target consumers who are interested in luxury and technology. The spot shows off the "Respect" the new vehicle commands, with even wolves bowing down to it.

"The Range Rover Velar represents the next chapter of the Range Rover success story and is defined by a visually reductive approach and meticulous attention to precision in every detail," said Joe Torpey, communications manager at [Jaguar Land Rover North America](#), Mahwah, NJ.

"The audiences' passion points of the publications we chose to partner with align with the refinement, elegance and style that this vehicle represents, which we feel makes for an organic connection between the Velar and each publisher's readers," he said.

"The outlets audiences' love for technology, style and business translate directly to our target buyers' interests as well as with what the Velar brings to the Range Rover lineup."

Multichannel campaign

Cond Nast is partnering with Range Rover as part of its celebrations for its annual New Yorker festival. Taking place on Oct. 6 to 8, the Range Rover Velar will be on display throughout the 18-year celebration as well as incorporated within video content.

Fire and water. [#RangeRoverVelar](#) <https://t.co/thMSMkoTC5>

Land Rover USA (@LandRoverUSA) [August 30, 2017](#)

Other Cond Nast publications such as Architectural Digest, GQ, Wired and Vogue will be sharing native content showing off the new vehicle and the trends that created it. The Cond Nast partnership is in addition to visibility on the Wall Street Journal, Cool Hunting and Robb Report.

The new Velar will also be featured in its 30-second spot on broadcast television on channels such as Bloomberg, AMC, ESPN, Food Network and NFL Network. The spot will also be played on CHASE Times Square Digital Board.

"Respect" features the Range Rover Velar pulling up to a gate where white wolves growl at the oncoming vehicle.

Once the Velar makes it past the gates and is face to face with the wolves, they have a stand off until the wolves bow down in respect the vehicle before it drives up to arrive at a party.

Range Rover Velar / Respect / Land Rover USA

Additional Velar support

Land Rover also spotlighted the design and creativity that went into the new Velar model with a series of videos detailing the talent behind the vehicle and their thoughts on what it means to be "creative."

Titled "BORN Creative," Range Rover's series is in partnership with content creation company BORN. Each video sees a different designer speaking about their philosophy of creation and design while a Range Rover Velar is featured in the background ([see more](#)).

Range Rover also released a series of short digital videos detailing the reaction from prominent designers to the design of its new Range Rover Velar model.

In a series of two-minute videos, Range Rover highlighted the high level of craftsmanship and care that went into designing the Velar by getting feedback from designers in fields including industrial and interior design. The videos are a way of separating the Range Rover Velar from mere vehicles to something that is more akin to art in the discerning consumer's eye ([see more](#)).

"As part of the Cond Nast partnership, Land Rover will serve as an official sponsor of the New Yorker Festival this year and the Range Rover Velar will be on display throughout the festival as well as integrated into video content," Jaguar Land Rover's Mr. Torpey said.

"A fusion of technology, fashion and design, the Range Rover Velar will fit in perfectly to this annual celebration of creativity and ideas featuring writers, artists and editors from the magazine and other guests," he said.

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