

AUTOMOTIVE

Jaguar races with drones to exhibit the spaciousness of its vehicle

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Jaguar's obstacle course with drones. Image credit: Jaguar

By BRIELLE JAEKEL

British automaker Jaguar is bringing video games to the real world in a new initiative that takes inspiration from trendy technology.

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Drones have become more prevalent in today's culture and consumer interest. Jaguar is leveraging this in a campaign that creates an obstacle course race, similar to a racing video game, in which players compete via remote-operated drones.

"This advertisement blends top technology with top value," said Marci Troutman, CEO of [SiteMinis](#), Atlanta. "Jaguar is a true luxury brand, but may have some difficulty in translating to younger demographics.

"Jaguar is pushing not only quality and luxury, but also the cool factor of technology," she said.

Ms. Troutman is not affiliated with Jaguar, but agreed to comment as an industry expert. [Jaguar](#) was reached for comment.

Drones and innovation

Jaguar is looking to show off the space with a video and physical obstacle race for drones.

"Game of Drones" is the automakers latest initiative that uses its Jaguar XJ as the cockpit for the operation of the drones while racing. An obstacle course is set up as a "cat and mouse" type race in which the flying machines pass through rings and Jaguars.

Watch as two high-speed drones battle at speeds of up to 60mph in our [#Jaguar #XJ](#) 'Cat and Mouse' drone chase challenge. pic.twitter.com/q7OadASFZQ

Jaguar (@Jaguar) [September 18, 2017](#)

In Jaguar's video, the winner gets a ride home in the luxurious XJ, while the loser has to walk back.

The drones travel up to 60 miles per hour, as their operators battle it out and use VR headsets to control and keep watch.

Jaguar's video shows a preview of the course and a look inside the saloon of its XJ before the race itself. Two players, red and blue, are located in the back of the car as they race their drones on the track.

The video follows the action with a small indicator of who is in the lead on the bottom left hand corner. The words blue and red are listed in their respective colors, with whomever is in the lead located in the top slot.

A finale indicates blue as the winner. The red player exits the car, picks up his drone and walks home and the blue player is escorted home in the luxurious Jaguar XJ.

Players can participate in real life during Jaguar's Art of Performance Tour, which looks to reimagine the test drive by allowing drivers to really test Jaguar's performance on a designated track.

Jaguar's Game of Drones video

Automotive campaigns

Jaguar has often taken up unique campaigns similar to its Game of Drones initiative.

For instance, Jaguar Land Rover made its first hire via its next-generation recruitment program coding challenge.

In June, the OEM kicked off a campaign alongside virtual band Gorillaz, asking coders and engineers to complete a test to be considered for a job as an electronic or software engineer. To-date 41,000 people have attempted the challenge, and one has successfully landed a spot on Jaguar Land Rover's team ([see more](#)).

Jaguar also took a trip to two towns, Dull, Scotland and Boring, OR to bring some excitement with its latest vehicles.

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 ([see more](#)).

"This marketing effort is unique in that it portrays a combination of multiplayer sport Gaming environments with a soundtrack and HD video viewpoint relevant to consumers that love Marvel and DC movie perspectives," SiteMinis' Ms. Troutman said. "All in all, this is a high production value video ad that connects on several levels to a more youthful consumer- quality product, high action.

"Gaming competition and rewards at the end," she said. "There is a winner and a loser, but it's all in good fun. Not to mention, it's a really fun ad to watch and that adds to the viral-ability of the campaign."