

AUTOMOTIVE

Land Rover satisfies hunger for one-of-a-kind bespoke vehicle

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Land Rover creates bespoke kitchen on wheels

By BRIELLE JAEKEL

British automaker Land Rover looked to a new influencer for its latest bespoke campaign, but the celebrity put designers to the test when he demands a mobile kitchen.

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Celebrity chef Jamie Oliver is the newest face for Land Rover's bespoke division and is showing off just how far the department can go in a new Web series. Throughout three episodes, Mr. Oliver challenges Land Rover to turn a new vehicle into the ultimate on-the-go kitchen.

"These videos are very compelling, effective and engaging," Michael Becker, managing partner at Identity Praxis. "I especially like the call to action at the end of each video to see the videos click the link,' as the call to action adds a bit of gamification and intrigue to the story. They are well done."

Bespoke creativity

Tasked with creating a state-of-the-art kitchen on wheels, Land Rover's bespoke team delivers the celebrity chef the car of his dreams.

Land Rover's three-part video begins with Mr. Oliver meeting with the team about his plans for his own bespoke vehicle. He quickly gets carried away after coming up with the idea to turn the car into a kitchen with outlandish ideas that would previously thought to be impossible and visibly scares the Land Rover team.

Celebrity chef [@jamieoliver](#) customises his [#LandRover #Discovery](#), transforming it into the ultimate culinary vehicle <https://t.co/CaUI3Rf7FG> pic.twitter.com/loUhoIGylU

Land Rover (@LandRover) [October 5, 2017](#)

However, they are certainly up to the task, which is revealed in the second video when Mr. Oliver tours the vehicle with his son.

After a few fast-paced clips of the assembly line and team putting together the one-of-a-kind car, the chef shows viewers the Land Rover kitchen on wheels and its exciting features such as an ice cream maker and butter churner in the wheels. He and his son make toast in the center console with the built in toaster, along with a cabinet for seasonal jellies and a fridge for butter.

Some of the endless, interesting amenities include a USB-charged vacuum, a portable coffee maker, an HD TV, a pasta maker, a grill, olive and vinegar dispenser, stove top, sink and herb garden.

In the final episode Mr. Oliver shows off some more of the features, but while teaching viewers how to cook pesto pasta and mushrooms in the form of a cooking show.

Automotive marketing

Land Rover has often been surprising consumers with its creative endeavors within marketing in similar initiatives.

For instance, in a tangible move, the automaker created a product made purely from waste to shine a light on its sustainability efforts as the world turns toward eco-friendly practices.

"Waste to Waves" is Land Rover's campaign spearheaded by English Women's Open Surfing champion surfer Lucy Campbell that supports the brand's zero waste strategy. To make a bigger impact with its campaign, Land Rover partnered with SkunkWorks Surf Co to create a surfboard made entirely out of recycled plastic ([see more](#)).

Jaguar Land Rover also heightened the drama for its sailing team's participation in the America's Cup with a 360-degree view of what it took to get there.

Leading up to the competition, Land Rover shared a video on YouTube with its 360-degree feature showing the team's training. The Land Rover Ben Ainslie Racing is a sailing team competing in this year's America's Cup which took place in Bermuda during the month of June ([see more](#)).

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