

AUTOMOTIVE

McLaren exploits brand perception for April Fool's Day effort

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McLaren's April Fool's campaign embraces its reputation for precision. Image credit: McLaren

By STAFF REPORTS

British automaker McLaren embraced the April Fool's Day spirit with a humorous video poking fun at the brand's exacting reputation.

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The short film shows the inside of McLaren's technology center where everything is highly regimented, with even the tiles on the floor measured daily to ensure their perfection. While funny, the video also serves as a way for McLaren to highlight its attention to detail to potential customers.

April Fool's

In honor of April Fool's Day, McLaren released a short film called "McLaren Automotive The Myth?"

The film takes viewers on a tour of the McLaren facilities. Inside, employees are shown to march in lockstep, turning at perfect 90 degree angles and behaving almost like robots.

McLaren's employees all sit in identical positions in a break room, sipping tea in synchronized intervals and navigating the hallways with machine-like precision.

The automaker also shows the employees scrupulously measuring every single detail of the facility, from the height of the stairwell and the length of the tiles to the depth of the water outside the facility.

Other employees are shown operating on the inside of a car as if they were surgeons, with scrubs and a sheet over the rest of the car.

This perception of the company is then revealed to be a myth as McLaren purports to then show the real inside of the facility where employees enjoy themselves and race mini McLaren cars around the property.

McLaren Automotive - The Myth?

The gist of the campaign is not only for McLaren to poke fun at itself but also to highlight its attention to detail and exacting nature.

Most recently, McLaren began streamlining the design process for its supercars and sports cars through virtual reality.

Working with software startup Vector Suite, McLaren has developed a bespoke tool that allows its designers to simultaneously sketch by hand and model their design in 3D. While a number of luxury brands have incorporated VR into their consumer-facing marketing tactics, the technology is also finding a place behind-the-scenes, helping companies facilitate tasks ([see story](#)).

The April Fool's Day campaign continues McLaren's tradition of thinking outside the box both in design and in marketing.

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