

AUTOMOTIVE

McLaren finds a way to make online film more engaging

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McLaren brings consumers into its films. Image credit: McLaren

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British automaker McLaren is using online video to bring consumers deeper into its brand by creating a call to action that could lead to a reward.

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As an extension of its "The Edge is Calling" campaign, McLaren is hoping to make a larger impact with its advertising, allowing viewers who can crack a code to apply for a contest. Six winners will be selected to get a one-of-a-kind experience to drive the automaker's new 600LT model.

Fandom and film

Mobile and online video are becoming not only important themes in user behavior but also with marketers. But there is an overload of content out there, making it harder for marketers to cut through the noise.

McLaren has found a way for fans to remember it through a video series with a hidden code that can only be uncovered by watching all four films, as well as being familiar with its brand.

Within each film a number is visible, but in a subtle manner. Participants have to find the hidden number in each video to unlock the code.

McLaren's short film for its video scavenger hunt

It will likely take most viewers numerous times watching each film to find the number.

The first film features the 600LT driving through the California Desert road at high speeds, as a scorpion looks on in the distance. The number can be seen in a split second for those that closely pay attention.

In the second film the car has slowed slightly, and is driving through what seems to be an abandoned town in the middle of the desert at night.

Films three and four will be released soon throughout McLaren's social media platforms.

McLaren fans who have found each number must enter it within its competition registry page, but they also must

determine what the numbers represent. Only those that have correctly determined the numbers as well as their meaning will be entered into the contest.

The six winners will be invited on a trip from Sept. 28 to 29 on a journey through the Southern California desert, where they can get behind the wheel of the new 600LT.

Exploration of the Joshua Tree National Park, notorious desert mountain highway, the Mecca Hills, the 600LT reveal film set and highly active Tectonic Plates are all included in the contest. Winners will also get to test out the new 600LT on a racetrack with McLaren's professional drivers.

McLaren's next two films will be revealed online

The contest is part of an offshoot of McLaren's new dramatic campaign, off which the new short films are based.

McLaren is bringing drama to its latest model reveal through a cinematic drop with an edge, as it reserves its "Longtail" moniker for very few designs.

The spot works to live up to the importance of its model reveal, as the new McLaren 600 LT is only the fourth to be designated a "Longtail." The short could be confused for a trailer of a thriller feature film, with teases and dramatics ([see story](#)).

McLaren marketing

The British automaker is also serving its most loyal customers with another digital investment in a move that keeps its fans close to its brand.

While many experts debate on whether or not brands and retailers should invest heavily in mobile applications, those with the most active fan bases have the most significant opportunity. McLaren, an automaker with a heavily devoted audience, is placing its bet on its consumer loyalty through an app ([see story](#)).

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