

AUTOMOTIVE

Jaguar opts for standing out in feline effort

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Jaguar's I-Pace. Image credit: Jaguar

By STAFF REPORTS

British automaker Jaguar is aiming to differentiate its electric models through an effort that focuses on the independent soul behind the vehicles.

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Jaguar's "A Breed Apart" campaign is launching with a film featuring actress Eva Green, known for her roles in "Penny Dreadful" and "Casino Royale." With this effort, Jaguar is focusing more on the personality of its electric cars rather than the technological or sustainable aspect of its vehicles.

"These films highlight the unique presence of a Jaguar car," said Fiona Pargeter, customer experience director at Jaguar Land Rover, in a statement. "Eva's confident, independent spirit is the perfect fit for the brand."

On the prowl

The campaign, which spans print, digital, social media, television and cinema, was created by Jaguar's creative agency Spark44.

A series of films directed by Chris Palmer feature Ms. Green alongside models from Jaguar's electric lineup. The spots are set to a soundtrack by Septa, a British Grime artist.

The first in the series, "Electrical Storm," centers on the I-Pace.

As it opens, Ms. Green is seen on a roof in the middle of a thunderstorm. While pedestrians on the street below are shown running to shelter, she remains calm amid the ensuing squall.

Ms. Green is next seen descending the stairs in the building's lobby alongside a jaguar. A doorman makes a comment about it being a "terrible night."

She replies, "It's just electricity. Nothing to be afraid of," before heading out the door and into an I-Pace.

Jaguar's Electrical Storm

Later videos will focus on the E-Pace and F-Pace. The campaign for the F-Pace will feature actor Thure Lindhardt.

Along with the film effort, the campaign features still by photographer Gary Bryan.

Jaguar is bringing its new all-electric vehicle stateside in a cross-country tour, giving U.S. consumers a firsthand look at the car through educational events.

Following months of campaigns and stunts surrounding the I-Pace, Jaguar is hosting pop-up exhibits in the top EV markets throughout the nation. By bringing the I-Pace directly to potential drivers in an engaging exhibit, Jaguar has an opportunity to clarify misconceptions that still surround electric vehicles ([see story](#)).

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