

AUTOMOTIVE

Rolls-Royce spotlights luxury SUV for all lifestyles

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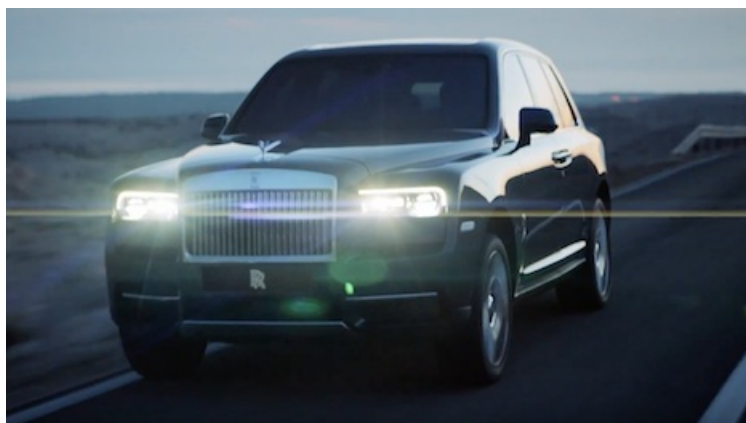


Image credit: Rolls-Royce

By SARAH RAMIREZ

British automaker Rolls-Royce is showcasing how its Cullinan sports utility vehicle can fit into the lifestyles of those who perform at an elite level.

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The Cullinan is the marque's first SUV and represents an opportunity to attract new drivers that seek out luxury vehicles that have greater versatility than coups or sedans. By giving personality traits to the characters in the advertisements, Rolls-Royce makes the Cullinan more aspirational and accessible at once.

Lifestyle inspiration

In its "One Life, Many Lifestyles" campaign, Rolls-Royce shows glimpses of people's lives juxtaposed with shots of the Cullinan. Two short films have been released so far, following the same formula.

The films begin with what appears to be the sun rising over the Earth's oceans, but then the angle shifts and reveals an iris. The camera zooms into the eye's pupil, fades to black and then the story is set into motion.

Rolls-Royce "Aspire to Inspire" film

In "Aspire to Inspire," the female protagonist is seen giving a presentation and jogging on a snowy mountain road. These brief moments create a character who is focused, dedicated and even brave someone other people would want to emulate.

"Supreme Liberty" begins in the same manner, but features a male protagonist. He is seen snowboarding and later driving the Cullinan through the snow before the road transforms into different environments, including a desert and mountainside.

He is also seen spending time with friends at a lounge and going swimming, creating an adventurous persona.



The protagonist in Supreme Liberty. Image credit: Rolls-Royce

To transition between scenes, close ups of the vehicle's features then fade into new objects.

For instance, as ice cracks underneath the Cullinan's tires, it transforms into ice cubes in the man's cocktail glass at an elegant lounge. The car's dark blue exterior then becomes a deep blue lake where he and his spouse go for a daring swim.

Both films end in a similar manner, as the headlights of the Rolls-Royce become a diamond pattern that then is reflected in the protagonists' eyes seen at the beginning.

Driving forward

Rolls-Royce previously partnered with National Geographic for its campaign chronicling the performance capabilities of the Cullinan, its first SUV.

The car was the focal point of a campaign called the Final Challenge that saw it taking on a number of difficult challenges in exotic locations around the world. The partnership married National Geographic's penchant for beautiful photography of natural landscapes with the Cullinan's image as a Rolls-Royce built for performance ([see story](#)).

Rolls-Royce had a strong first half of 2018, with a 13 percent year-over-year increase in sales worldwide.

Strong demand in Europe and the United States helped Rolls-Royce grow sales in the first half of 2018 compared to 2017. The company has also seen a record number of individuals join its apprentice program ([see story](#)).