

AUTOMOTIVE

Land Rover continues urban outreach for Evoque SUV

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Land Rover enlisted Adwoa Aboah for its latest Evoque campaign. Image credit: Land Rover

By SARAH RAMIREZ

British automaker Land Rover is continuing to appeal to younger affluents through a video series starring a popular fashion model.

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Land Rover kept city-dwelling, environmentally conscious drivers at the forefront of its Range Rover Evoque redesign, and the subsequent marketing has reflected this focus. The automaker's latest campaign is set in London, connecting its British heritage to more contemporary consumers.

"This campaign is unique in that its focal point is the city of London and its diverse neighborhoods," said Julie Blackley, communications manager at [iSeeCars](#), Woburn, MA. "It portrays the busy life of a model, while letting the Range Rover Evoque complement that rather than steal the show.

"It's also unique because it is marketing exclusively toward women, whereas most automakers market to men with the assumption that they are making the purchasing decision," she said.

Driving in London

In "Live for London," British model-activist Adwoa Aboah drives a silver Evoque sports utility vehicle around her hometown for a day. An onscreen stopwatch serves as a narrative device as the audience follows her daily routine.

"Adwoa is edgy and unique and stands out in a crowd by not fitting the mold of a typical model," Ms. Blackley said.

An onscreen stopwatch serves as a narrative device as the audience follows Ms. Aboah's daily routine. Her day begins before 9 a.m. with some morning exercise, and by 11:30 a.m. she is at a dress fitting.

Adwoa Aboah drives a Range Rover Evoque around London

As the model navigates the busy city in the Evoque, glimpses of eclectic neighborhoods such as Brixton are shown.

Ms. Aboah spends the bulk of her day attending shows for London Fashion Week. By the evening, she is in a crowded apartment getting dressed for a night out dancing with friends.

Despite the unique setting of London Fashion Week, Ms. Aboah's hectic day is still relatable for many of the millennials Land Rover hopes to reach.

[View this post on Instagram](#)

Which are the faces, spaces and places that make you live for your city? Join @adwoaaboah and friends in new #RangeRover #Evoque and discover which parts of #London excite her. Click the link in our bio to see more. #LiveForTheCity #LiveForLondon #Design #InstaFashion #OOTD #Moda #Luxury #Instadesign #SustainableStyle #SustainableLuxury #CompactSUV #4x4

A post shared by Land Rover (@landrover) on Jun 3, 2019 at 4:29am PDT

Land Rover also shared snippets of the campaign with Adwoa Aboah on social media

In accompanying shorts, Ms. Aboah drives around London with friends as they discuss their favorite neighborhoods and haunts. The informal setting brings more authenticity to the campaign.

Similarly, another series of vignettes gives more insight into what Ms. Aboah appreciates about some of the neighborhoods that she drives through in the Evoque.

Evoque efforts

Since redesigning the Range Rover Evoque, Land Rover has geared its marketing efforts towards younger, urban affluents.

In a recent short film sharing the redesigned Evoque, Land Rover stepped away from its usual adventure-oriented narratives. Electronic music and bold colors dominate the film, though it still features footage of the Evoque off-

roading.

To further engage city dwellers before the SUV's launch, Land Rover also installed full-scale wire sculptures of the Evoque throughout London ([see story](#)).

In another campaign, Land Rover pointed to its pet-friendly Range Rover Evoque features in a short that takes a city-dwelling pooch's point of view.

"A Dog's Dream" shows a four-legged protagonist imagining the trips he would take in the car. Pet owners care strongly about the comfort and happiness of their animals, something that Land Rover leaned into in the playful spot ([see story](#)).

"The Evoque is Land Rover's most compact and sporty model, and this campaign is marketing to young women in urban areas with an emphasis on millennials," iSeeCars' Ms. Blackley said. "Millennials are a fast-growing industry segment, so marketing to millennial women directly can help carve out the Evoque's niche in the marketplace for this valuable demographic.

"The Evoque also has a lower price point than other Land Rovers, and this ad along with the campaign's Instagram promotion is marketing to the newest generation of luxury car buyers," she said.

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