

AUTOMOTIVE

Jaguar spotlights luxury sustainability efforts through branded content

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Jaguar is partnering with CNN on a short film series featuring the I-Pace. Image credit: Jaguar

By SARAH RAMIREZ

British automaker Jaguar Land Rover is highlighting sustainability efforts across luxury sectors through a new partnership with news network CNN.

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Jaguar is the premiere automotive sponsor for CNN's Project Planet, a recently launched editorial platform that covers the people and technologies working to solve environmental problems. Through the collaboration, the all-electric I-Pace will appear in three short films spotlighting sustainability practices within the hospitality, culinary and fashion industries.

"The concept for the film series was borne out of customer research," said Taylor Hoel, manager of communications and PR at **Jaguar Land Rover North America**. "We found that the I-Pace audience are incredibly passionate about travel, fine dining and haute fashion.

"We wanted to showcase how making sustainable choices can permeate multiple facets of their lifestyle, and do that in the context of topics we know they are actively engaged with," he said.

Sustainable experiences

The launch of the film series coincides with National Drive Electric Week, which runs through Oct. 4. Each film features the I-Pace as part of the journey to learning more about sustainability.

The first short takes place at the L'Auberge Del Mar in southern California. It begins with a female narrator introducing the premise that consumers used to have to choose between luxury or sustainability.

CNN and Jaguar explore the sustainable practices at a luxury hotel in California

"There's a southern California mindset of being green that was present here long before it was fashionable everywhere else," says Robert Gregso, the general manager of the property, in an interview. "L'Auberge is doing what we can do to be green and be sustainable."

Leah Porlas, the hotel's spa director, explains local ingredients including seaweed and sea salt are used for spa

treatments. Similarly, executive chef Nick Green uses as much of locally-grown vegetables, from the stems to flowers, in his kitchen.

Even a nearby surf school focuses on keeping the beaches and ocean clean, showing how the community beyond L'Auberge is committed to environmental efforts.

"Whether it's the food we eat, the places we visit, or the cars we drive, the way we experience the world matters," concludes the narrator. "And the biggest luxury of all is being able to care for it."

The short ends with the I-Pace tagline, "sustainable luxury without compromise."

In the second film, chef Kim Alter discusses her carbon-neutral restaurant, Nightbird, which offers farm-to-table menus.

The third and final short features fashion designer Aurora James and her sustainable accessories brand, Brother Vellies. It will debut later this week.

"The subjects of each of these films embrace the notion that sustainable choices can actually enhance the experience they're creating," Mr. Hoel said. "They share Jaguar's appreciation for fine details and progressive luxury."

EV market

Most of Jaguar's marketing efforts around the I-Pace focus on its technology and usability, making this partnership with CNN a departure for the automaker.

In 2018, Jaguar gave U.S. consumers a firsthand look at the car through educational events around the country.

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 engaging exhibits, Jaguar has an opportunity to clarify misconceptions that still surround electric vehicles ([see story](#)).

Education will be key to getting consumers behind the wheel of battery electric vehicles, with a report from Ipsos indicating that many of consumers' worries about these cars stem from misconceptions.

According to Ipsos' Global Mobility Navigator Syndicated Study, only about 30 percent of U.S. consumers said they would buy an electric vehicle. However, these individuals tended to have limited firsthand experience with EVs, opening the door for automakers to sell consumers on their battery-powered cars through marketing centered on awareness ([see story](#)).