

AUTOMOTIVE

## Land Rover shares value of adventure, aid in thoughtful Defender effort

December 8, 2020



*Land Rover shares the story of the Kingsley Holgate Foundation. Image credit: Land Rover*

By SARAH RAMIREZ

British automaker Land Rover is sharing the pioneering spirit of its latest model through a new campaign featuring South African humanitarian and explorer Kingsley Holgate.

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The film "A New Journey Begins" is the latest effort from the automaker to be centered around the new Defender. The spot is more emotive than recent advertisements seen from Land Rover but shares the automaker's popular themes of adventure and exploration.

"This campaign is unique because it uses a true humanitarian icon as its spokesperson rather than a celebrity actor or athlete," said David Undercoffler, editor in chief at [Autolist](#), San Francisco. "This gives the campaign, and by extension the Defender, a degree of authenticity that it otherwise wouldn't have.

"This authenticity is everything Land Rover is seeking to convey in marketing the new Defender, so it's a savvy choice on their part," he said.

### New journey

Mr. Holgate narrates the new spot, which also features his son Ross Holgate. For those unfamiliar with their work, Land Rover begins the campaign with a title card praising the pair for their "geographic exploration and humanitarian aid work on the African continent and beyond."

"All journeys begin somewhere as time moves forward through exploration," Mr. Holgate says in the spot. "We share our learnings and pass on our wisdom from fathers to sons."

He is seen walking towards a white Land Rover Defender, which transforms from a vintage model to the new edition. The two Holgate men are seen driving through the arid terrain as the elder explains that he taught his son to look forward instead of backwards in life.

*Kingsley and Ross Holgate appear as ambassadors for Land Rover*

In one moment showing the versatility of the Defender, Mr. Holgate drives the vehicle across a rushing river while

his son guides him the other side. Aerial views paired with close-up shots show the intensity of the environment, while the gray skies and muted color palette of the film add to its gravitas.

Another brief scene shows the pair discussing a future expedition into Chad to meet new populations and see new landscapes. The Holgates are also seen mapping out a route on the hood of the Defender and unwinding in front of a campfire.

"To touch hearts as a pioneer is one thing, but to forever change lives for the better this is what makes life truly worth living," Mr. Holgate says. "The great use of life is to use it for something that will outlast us."

The new Defender

Land Rover has focused on the Defender in several extensive campaigns after it was revived last year ([see story](#)).

Recent efforts have leaned on celebrity ambassadors and humor, as the automaker enlisted U.S. singer-songwriter John Mayer ([see story](#)) and a pair of British sports figures ([see story](#)) in two different campaigns.

By turning to Mr. Holgate, Land Rover recalls earlier marketing that more prominently highlighted humanitarian partnerships.

In 2018, Land Rover forged a partnership with geocoding solution what3words to help medical response teams locate remote addresses ([see story](#)).

That same year, the automaker reinvigorated its longtime partnership with the Red Cross through more technologically-advanced vehicles. Land Rover has worked with the Red Cross since 1954 to assist with disaster recovery in 25 countries ([see story](#)).

For its part, the Kingsley Holgate Foundation supports several causes, including malaria prevention, water purification and conservation education.

"This ad reflects the Land Rover brand by marrying two ideals Land Rovers have spent decades earning across the globe: go-anywhere durability and helping far-reaching humanitarian causes through the use of its vehicles by the likes of the UN, the Red Cross and countless other NGOs," Mr. Undercoffler said. "Kingsley Holgate is perhaps the ideal brand ambassador for Land Rover to promote its new Defender 110 SUV because he too embodies those two ideals, given his many years helping those in need throughout the African continent."

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