

AUTOMOTIVE

Land Rover launches nature-inspired treasure hunt

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#Outspiration encourages people to enjoy nature. Image credit: Land Rover UK

By LUXURY DAILY NEWS SERVICE

British automotive company Land Rover has launched a new platform, #Outspiration, aimed to encourage the public to get outdoors to improve mental health and wellbeing.

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During the COVID-19 pandemic, going for walks outside was one of the top coping strategies with 50 percent of the public reporting being in green spaces was vital to their mental health, according to the [Mental Health Foundation](#). Building on the theme of nature in this year's Mental Health Awareness Week in the United Kingdom, Land Rover's #Outspiration campaign was developed to prolong the message of how important nature is to wellbeing.

"After spending over a year in and out of lock-down and the current uncertainty around foreign travel, Land Rover hopes that this campaign will encourage people to get out and explore the great outdoors," said Anthony Bradbury, marketing director of [Jaguar Land Rover U.K.](#), in a statement. "Land Rover has always stood for capability and adventure: Go wherever, whenever, whatever the weather and with some inspiration from #Outspiration, the British public can explore near or far like never before.

"While there are plenty of prizes to be won in this competition, the real prize will be the feeling of reconnecting with nature."

Mental health awareness

Working in partnership with digital platform Landmark, users can login via the [website](#) which uses GPS and spotlights areas of natural beauty and #Outspiration locations on a map.

Much like the mobile video game [Pokemon Go](#), the website uses augmented reality to turn the U.K. into a real-world map of inspiring locations.



The digital nature hunt uses AR technology to find pins at various locations. Image credit: Land Rover

Once the user has physically made their way to the location on the map, a content card will pop up providing information on the area and why it has been selected as a place of #Outspiration. The user will then be transported to an AR experience, using their phone camera to move around in order to find the #Outspiration pin' at their location.

Every pin has an associated badge and there are 5 types of badge to collect, depending on the location and area type: peak, water, scenic, landmark and cultural.

Each badge represents an entry into a prize draw where a total of up to 30,000 pounds worth of prizes can be won, including a luxury week-long adventure holiday in Scotland with the loan of a Land Rover; 10 weekend road trips with a Land Rover, powered by the brand's affiliate rental service; and a host of half-day experiences with Land Rover Experience.

The challenge will include over 200 hotspots to be explored across England, Wales, Scotland, Isle of Man and the Channel Islands, and will run from May 29 until June 6.

In March, exactly one year since the onset of the COVID-19 pandemic in the U.K., Land Rover examined how the global health crisis impacted family life through an international research study.

The "Project Discovery" [report](#), Land Rover found that close personal connections are a predictor for individuals being able to develop their own sense of resilience. The company also found that people with resilience are more likely to have a "spirit of discovery" and prioritize purposeful curiosity ([see story](#)).