

AUTOMOTIVE

Land Rover encourages exploration of nature

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Louise Roe gains inspiration from nature for her nursery. Image credit: Land Rover

By NORA HOWE

British automaker Land Rover is continuing in its journey through the natural world with a trip to the countryside with English fashion journalist and television presenter Louise Roe.

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As part of its ongoing initiative, [Project Discovery](#), Land Rover and Ms. Roe are hoping to lift spirits and inspire people to explore as the world continues reeling from the events of the last 15 months. In a short film, the journalist drives a Land Rover out to the countryside as she seeks design inspiration for her nursery.

Getting outdoors

Land Rover launched Project Discovery in March as a way to examine how the COVID-19 pandemic impacted family life. Through research, the brand found that people with resilience are more likely to have a "spirit of discovery" and prioritize purposeful curiosity.

Top activities adopted by highly resilient people included going for walks, healthy eating and reading. Many of these activities also have an end goal, such as cooking a meal or completing a project around the house.

Highly resilient people are also more likely to enjoy finding new places to explore, have an interest in current affairs or take their physical health seriously ([see story](#)).



Family connections are a key part of resiliency. Image credit: Land Rover

Almost half, 40 percent, of highly resilient people get out and explore, according to Land Rover.

"I love nothing better than getting out to explore the freedom of the countryside," Ms. Roe says. "I love the smell, the sounds, the fresh air it's an inspiration, uplifting time."

When the campaign was filmed, the TV presenter was pregnant and seeking design inspiration for her nursery. She explained in the minute-long vignette how excited her daughter Honor was to become a big sister.

On May 28, Ms. Roe and her husband Mackenzie Hunkin welcomed their second child, Ins, according to an Instagram post by the English journalist.

In addition to exploring nature, Land Rover also emphasizes the importance of familial relationships, citing in its report that more than half of those returning high resilience scores prioritized time with their family over everything else.

As the world continues to experience the trauma and stress caused by the global health crisis, Land Rover encourages people to connect with others and enjoy a close-knit support structure of friends and family.

Land Rover taps English fashion journalist to discover the beauty of the countryside

By highlighting Ms. Roe's growing family, the brand reiterates how fostering interpersonal relationships is a key component of surviving the emotional toll of the pandemic.

Growing closer to nature

As an automaker that specializes in sport utility vehicles and off-road terrain, Land Rover has been focused on reconnecting its consumers with nature, encouraging them to engage with the elements.

Last week, the automaker launched a new platform, #Outspiration, aimed to encourage the public to get outdoors to improve mental health and wellbeing. 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 ([see story](#)).

In March, Land Rover launched an international photography contest hoping to inspire an appreciation of people's surroundings. The 2021 Earth Photo competition with the Royal Geographical Society aimed to promote environmental and geographical issues by revealing the stories behind the winning images and videos.

Land Rover and the Royal Geographical Society have worked on fieldwork and expeditions for more than 40 years, providing vehicles and expertise and funding training and outreach projects ([see story](#)).