

TELEVISION

## Jaguar targets new demographic with US broadcast campaign

December 5, 2011



By KAYLA HUTZLER

British automaker Jaguar is using traditional television advertising to highlight the brand's highest-performing XFR, XJL Supersport and XKR-S models as well as the energy that consumers feel behind the wheel of its vehicles.

[Sign up now](#)

**Luxury Daily**

The 30-second video spot features the three Jaguar models, and is titled "Jaguar at Play." The new commercial spot first aired globally last week on the NFL network and will air in the United States on national cable and local stations including CNN, ESPN and Comedy Central.

"Television has been and still is a key tool to drive showroom traffic," said David Pryor, brand vice president of [Jaguar North America](#), Mahwah, NJ. "In fact, Jaguar had a TV campaign earlier this year in the spring and we are now increasing the presence with this new ad.

"The spot is meant to bring the excitement of Jaguar to life," he said. "To communicate the heightened sense of life drivers feel when they get behind the wheel of a Jaguar – agile, powerful and exhilarated."

Nature at play

The video opens with three shots of a different Jaguars speeding through the a heavily-wooded area.

The camera then focuses on the forest and the words “location undisclosed” appear on the screen.

Three cars then race in one line out of the forest and are in a new urban location. The text on the screen reads “Captured: Jaguar at play.”

A voice over describes the Jaguars as agile, powerful and independent, similar to the words one would use to describe the namesake animal.

The three Jaguar models than race through a warehouse and into back parking lot where they spin and stir up dust when the narrator announces, “this is Jaguar at play.”

The last shot of the 30-second video is of the three Jaguars in a warehouse and the link to the automakers Web site at <http://www/jaguarusa.com>.

Jaguar’s XFR, XJL Supersport and XKR-S models are the only three cars shown through the commercial.

The XFR model is a four-door sports car featuring a 510 horsepower supercharged engine and reaches speed of 60 mph in 4.7 seconds.

Jaguar's XKR-S model is the fastest and most powerful sports car convertible available from the brand, per the automaker.

The XJL Supersport features a 5.0 liter AJ-V8 GEN III engine with 385 horsepower and the Jaguar smartkey system.

The video spot was directed by the Bandito Brothers’ Vic Huber and features an original musical score from Anthony Marinelli.

In addition to viewing the commercial on TV, consumers can also find it at <http://interactivejaguar.com>.



## TV comeback

Jaguar is aiming to communicate the excitement surrounding the new models through the video spots.

Indeed, TV is continuing to play a large role in the automakers' marketing despite the overwhelming presence of digital platforms.

For example, BMW implemented a national broadcast commercial as part of its multichannel "Mission Impossible: Ghost Protocol" campaign that launched last month ([see story](#)).

Additionally, Audi pushed its A6 safe driving campaign, which encourages consumers to be safer drivers, through television ads that debuted Sept. 18, 2011 during the 63rd Emmy Awards ([see story](#)).

The German automaker also used TV this Fall for a short original drama called "Untitled Jersey City Project" which aired on the FX network and starred its A6 model ([see story](#)).

Jaguar is aiming at a younger audience in the U.S. with its Jaguar at Play campaign, which may be the reason behind the ESPN and Comedy Central distribution, channels that are typically viewed by younger consumers.

"With Jaguar at Play, we hope to reach an audience younger than the current Jaguar demographic," Mr. Pyror said.

"They are confident, well-educated and intelligent individuals who create the businesses, technologies and lifestyles that have an impact on our culture," he said.

## Final Take

*Kayla Hutzler, editorial assistant on Luxury Daily, New York*

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.