

INTERNET

Land Rover takes marketing off the beaten path with Tumblr

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By TRICIA CARR

Land Rover North America created a Tumblr account that showcases its heritage through creative photography to flaunt the lifestyle behind the automaker in a social media setting.

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Land Rover opened its Tumblr account earlier this week to showcase five groups of photos from photographers around the United States who were given access to Land Rover and Range Rover vehicles. It seems the Tumblr account was created in an effort to strengthen the lifestyle behind the brand to luxury consumers and tech-savvy fans of the automaker.

"Tumblr is a highly-diverse community and is one of the fastest growing social communities," said Ken Bracht, marketing communications manager at [Land Rover North America](#), Mahwah, NJ.

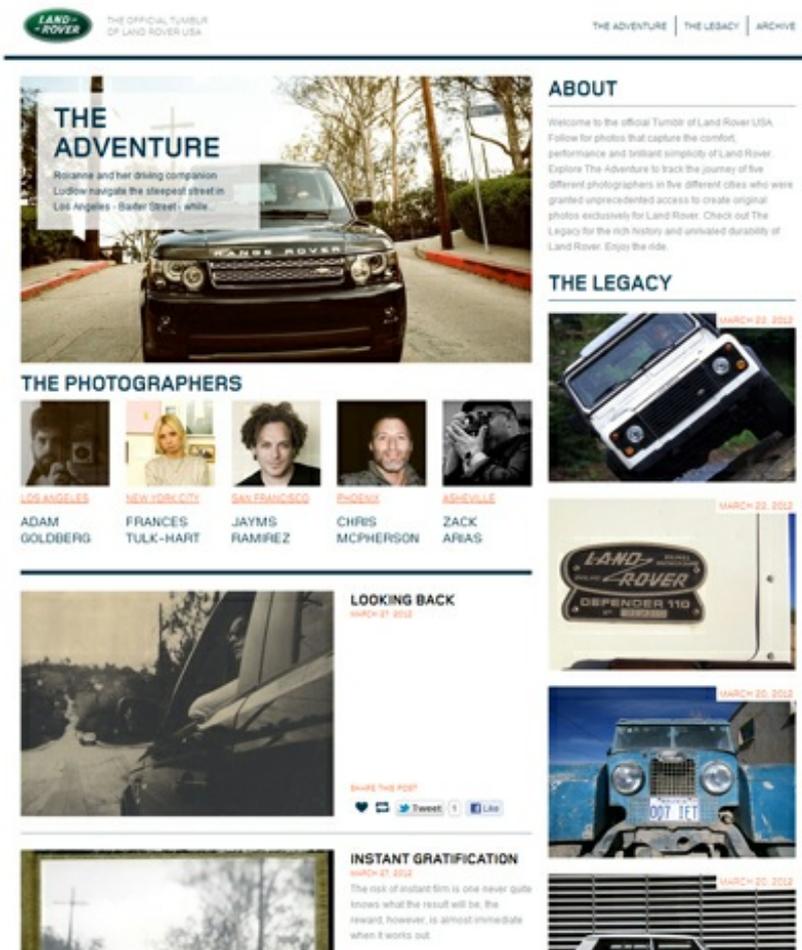
"Its audience is not exclusively luxury consumers, but there is a burgeoning automotive community that tends to be highly aspirational," Mr. Bracht said.

"There is a thirst for Land Rover content online and an existing community on Tumblr that shares images of our products. We wanted to participate by contributing to the community and creating the type of content that people on Tumblr like and want to share."

Time to tumble

Land Rover's Tumblr page has a unique look in contrast to the standard blog timeline theme. It is found at <http://www.landroverusa.tumblr.com>.

The page opens with a sample image from what users can expect from the photography taken by five artists. There are currently three artists exhibited and two more will soon follow, claims the brand.



Land Rover Tumblr page

Photographers include Adam Goldberg from Los Angeles, Frances Tulk-Hart from New York, Jayms Ramirez from San Francisco, Chris McPherson from Phoenix and Zach Arias from Asheville, NC.

Land Rover uses the right-hand margin space to welcome consumers and explains that the automaker hopes to present users with the history and performance of its vehicles through the photographs posted on the Tumblr page.

The description ends with the phrase “enjoy the ride.”

The remainder of the site is dedicated to photographs taken in cities nationwide.

Users can click the name of the photographer to view a full selection of photos by the artist.

Each photographer presents a Land Rover or Range Rover vehicle with a unique style.

For example, Mr. Goldberg's photographs of a Range Rover have a vintage feel and seem to be manipulated to look dated.



Range Rover photo by Mr. Goldberg

Meanwhile, Mr. McPherson captured his surroundings by showing a Land Rover vehicle driving off-road in Phoenix.



Land Rover photo by Mr. McPherson

Each photographer's section is accompanied with a biography, which adds a personal touch from the brand.

Land Rover seems to be focusing on the distinctive qualities of the people who drive its vehicles rather than the specifications of its vehicles touted in other ad campaigns from the brand.

The automaker did this previously through its OneLife magazine for the iPad that is sent to owners of Land Rovers and Range Rovers.

The automaker channels its personality and voice while simultaneously pushing new branded models through editorial by and about real Land Rover owners that depict the ideal branded lifestyle ([see story](#)).

"As online consumption evolves, so must the strategies of any brand," said Nick Drabicky, Fort Worth, TX-based client services manager at [iProspect](#).

"In this case, Land Rover North America appears to be exploring new options for their consumers to further interact with the brand," he said. "Tumblr is a cost-effective, innovative way of visually telling the brand story and history.

"The value is really that continued education and integration with Land Rover's consumer."

Driving the conversation

Land Rover seems to be creating a strictly social media-based campaign surrounding its new Tumblr account.

The automaker told consumers about the Tumblr page on its [Facebook](#), [Twitter](#) and [Google+](#) pages March 27.



Land Rover Facebook post

The automaker could be using Tumblr as a free tool to offer readers free 24-hour access to the brand.

Tumblr is popular among younger consumers who have an affinity for creative photos and ads. The brand could be aligning itself with the social media tool due to its rising popularity.

In addition, Land Rover could see a need for an artistic edge above other luxury automakers.

Luxury marketers are using Tumblr as a tool to reach a consumers.

For example, The Four Seasons Hotels and Resorts used Tumblr along with Twitter,

Facebook and foursquare to market the launch of a global spa initiative ([see story](#)).

In addition, Saks Fifth Avenue engaged users on its shoes-only Tumblr page by holding a 10-day caption contest to promote women's spring footwear ([see story](#)).

"Awareness and page traffic can sometimes be an issue, but when executed correctly, Tumblr is a very effective tool to reach that luxury consumer," Mr. Drabicky said.

"We're certainly seeing more luxury brands embrace Tumblr," he said. "It's easy to use and allows for compelling visuals to speak for the brand.

"From a luxury standpoint, the more the consumer can be educated on the look and feel of a product, the more likely they are to become brand advocates."

Final Take

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