

INTERNET

## Rolls-Royce engages historically-inclined consumers through artistic video

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By ERIN SHEA

British automaker Rolls-Royce Motor Cars is engaging historians and brand enthusiasts through a live-action sand painting social video that tells the history of the company.

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The 11-minute video depicts the entire history of Rolls-Royce beginning with its founding in 1904 and ending with the current vehicle and logo design. The video was released Dec. 17 through the brand's Facebook, Tumblr and YouTube accounts.

"To some, Rolls-Royce might be considered an art form of a luxury automobile, so I suppose a correlation can be made between a type of art and the brand," said John Casey, founder and director of **FreshFluff**, New York.

"Given the placement on Tumblr, you would assume that the video is intended for a younger demographic who are by far the most prevalent users of Tumblr," he said.

"However, the length of the video, including a still camera throughout, might not be enticing to a younger demographic that has grown accustomed to videos featuring quick cuts, lively music and a short, engaging story."

Mr. Casey is not affiliated with Rolls-Royce, but agreed to comment as an industry expert.

Rolls-Royce was not available to comment before press deadline.

### Drawing history

The video shows the entire history of the automaker through a sand drawing by artist Aljona Voynova as music plays in the background.

There is no narration or description to the video except for the title on the automaker's Facebook page and Tumblr post that reads, "The Video tells the Rolls-Royce story in a beautiful sand art performance."

The video starts by showing the partnership between Henry Royce and Charles Rolls. The drawing also shows the Midland Hotel which was the meeting place of Mr. Royce and Mr. Rolls.



### *Sand painting video*

Then, the artist draws one of the first Rolls-Royce vehicles ever made. The artist adds to the car drawing to show the updates that were made.

Then, the car is wiped away in the sand as the background is drawn into a wheel shape and the music shifts to a different tone. The artist draws a wheel and completes the drawing with the Rolls-Royce logo on the hub cab.

The music shifts again as a Rolls-Royce vehicle is drawn driving down a road.

Another shift in music shows the front of the vehicle with a woman's face next to it as her hair is blowing in the wind.

In the last scene of the video, the artist draws the modern Rolls-Royce logo again along with the classic hood ornament.

### *Sand painting video*

#### Vehicle videos

Other automakers have been making use of social videos to promote their brands.

For instance, German automaker Mercedes-Benz USA thanked its 9 million Facebook fans by releasing a video featuring its CLS-class vehicle and painting with light special effects.

The video titled “Light-Painting in Real-Time” shows off the automaker’s CLS-class in a live-action painting with light video by Finnish director Anssi Määttä. The video was promoted on the mb! by Mercedes-Benz’s Web site and the brand’s Facebook page ([see story](#)).

In addition, BMW of North America featured the emotions of holiday homecomings in a new social video called “The Road Home” that shows a number of trips made in its vehicles and wishes consumers well this season ([see story](#)).

However, automakers should keep in mind the content, length and message of their videos to determine how they should be shared with their audience.

Rolls-Royce posted this video through its Facebook page, where it was shared 108 times and had 457 “likes” on the day it was posted.

On YouTube, the video had 247 views on Dec. 17.

But, the video was also promoted through its Tumblr page, which might not have been a good fit considering its length.

“I’m not sure why the video is on Tumblr, since by its definition, Tumblr is a microblogging site and short form platform,” Mr. Casey said.

“Posting a 10-minute video would not necessarily be described as short form or microblogging, and given that those who use and dialogue on Tumblr do so in short spurts,” he said. “The longer video might not be the best fit.”

Final take

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