

MOBILE

Jaguar revs up F-Type marketing via Instagram contest

January 9, 2013



By TRICIA CARR

Jaguar North America is prompting users of mobile image-sharing application Instagram to capture the essence of the brand for the chance to be one of the first U.S. drivers of the F-Type model.

[Sign up now](#)

Luxury Daily

The automaker is giving users an unlimited amount of entries to the contest and encouraging them to share their images with as many friends as possible. Jaguar USA is spreading the word about the contest via Facebook, Twitter, Google+ and Instagram.

"Face-gramming is a powerful combo," said Paul Farkas, cofounder/CEO of [ULN Ultra Lifestyle Network](#), New York. "Jaguar's luxury photo contest is designed well and runs ample currency.

"The dynamic photo layout compliments a long heritage of color and classic bodies," he said. "Being whisked away to track-drive new models whets expressive submission and voter return engagement.

"Proud drivers and stylish up-and-comers are motivated to enter."

Mr. Farkas is not affiliated with Jaguar, but agreed to comment as an industry expert.

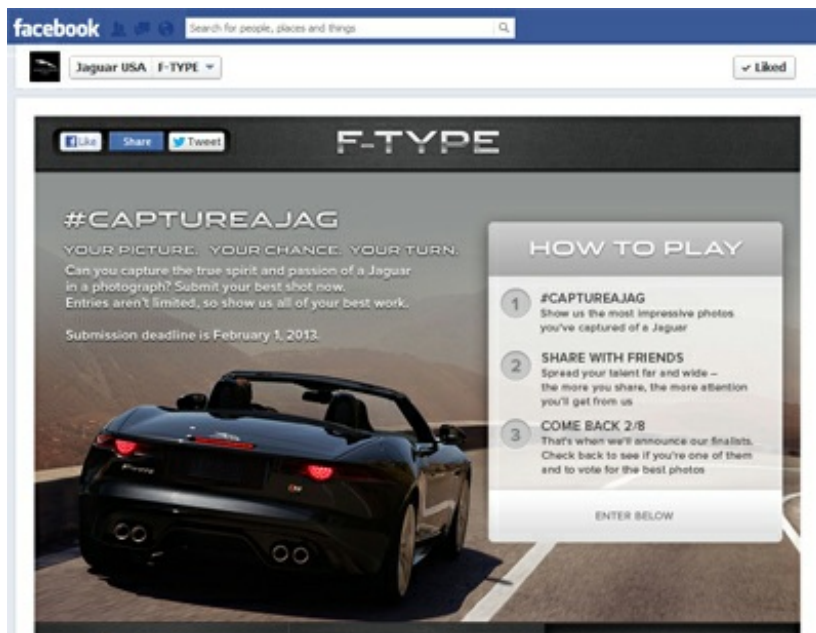
Jaguar North America was not available for comment before press deadline.

Faster than a Jag

The #CaptureAJag campaign invites users to submit their Instagram images of a Jaguar vehicle that best show the spirit of the brand. Jaguar is using the tagline, “Your picture. Your chance. Your turn.”

Instagram users must tag their images with the campaign hashtag to enter the contest. Also, Jaguar is encouraging users to share the images with their friends for a better chance to win.

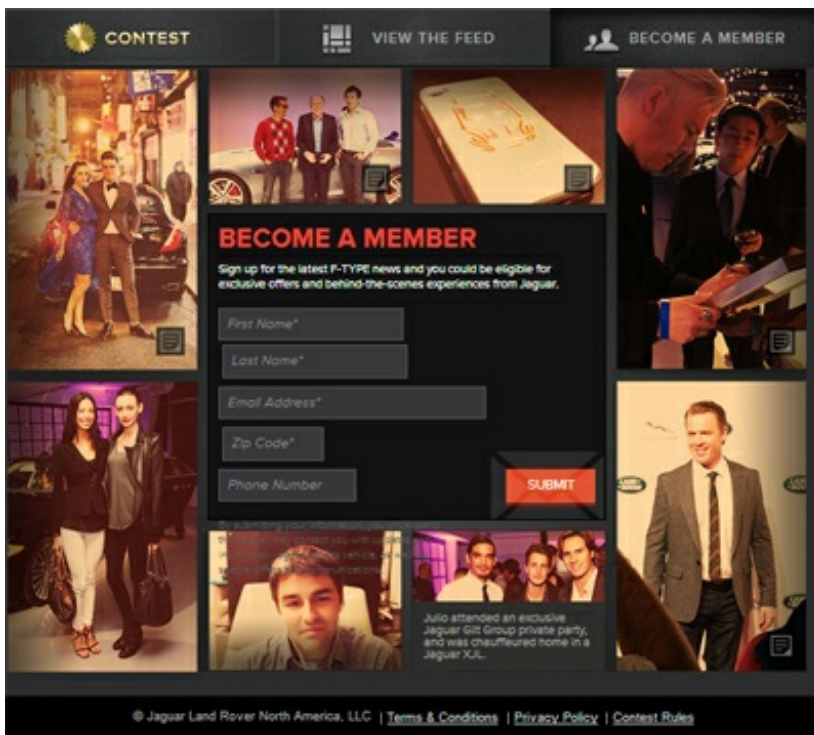
Then, entrants must “like” Jaguar on Facebook and use the F-Type Community app to submit their images.



F-Type Community app

This app houses all of the information about the contest including instructions to enter, a feed of existing images and the prize description.

Users can also sign up to become a member and receive more information about the F-Type.



Membership form

Jaguar is using custom URL <http://bit.ly/captureajagapp> to bring users to the app.

The deadline for submissions is Feb. 1.

The automaker will announce the contest finalists Feb. 8. Facebook users will be able to vote on their favorites at that time.

Based on the submissions, Jaguar will choose a winner who will be among the first in the United States to drive the F-Type. The prize includes a three-night hotel stay, a Jaguar vehicle to use during the trip and the opportunity to participate in an F-Type test drive.

Jaguar is pulling all the stops to make its social followers aware of the contest.

On Facebook, the automaker updated its cover image to reflect the contest and dedicated numerous posts to the effort.



Jaguar USA Facebook page

The automaker also took out Facebook ads to direct users straight from their News Feed to

the F-Type community app.

Sponsored  Create an Ad

 **Jaguar USA**
Are you ready to take the wheel of the new F-TYPE? Enter the #CaptureAJag Photo Contest wi...



 10,277  344  892

Facebook ad

Similar efforts on Jaguar's U.S. Google+ page push the contest.

Jaguar is also using the #CaptureAJag on Twitter to post about the contest and repost Instagram images.

Tweets All / No replies

 **Jaguar USA** @JaguarUSA 2h
Where are you taking your #XJ tonight? #CaptureAJag
[instagr.am/p/UPBzrAGO3I/](https://www.instagram.com/p/UPBzrAGO3I/)
Expand

 **Jaguar USA** @JaguarUSA 7 Jan
Do you dream of being one of the first to drive an #FTYPE? Make it a reality with #CaptureAJag. Learn more. bit.ly/captureajagapp
Expand

 **justin bell** @justinbelltv 7 Jan
Thanks to @jaguarusa for letting me drive the new F-Type. listen to the engine sounds in this video! @ebaymotors #FTYPE ow.ly/gBM46
 Retweeted by Jaguar USA
 View video

 **Jaguar USA** @JaguarUSA 6 Jan
Getting a little stir-crazy? Don't worry. Instinctive All Wheel Drive™ can help with that. [instagr.am/p/UKuPOEmO8P/](https://www.instagram.com/p/UKuPOEmO8P/)
Expand

 **Jaguar USA** @JaguarUSA 6 Jan
Take a look behind the technology of our Instinctive All Wheel Drive™: bit.ly/UYjALS
 View media

 **Jaguar USA** @JaguarUSA 5 Jan
What does the inside of your dream #XF look like? #CaptureAJag
[instagr.am/p/UIMcyjGO-v/](https://www.instagram.com/p/UIMcyjGO-v/)
Expand

@Jaguar USA tweets

More than hype

Jaguar has been hyping the F-Type of quite some time via digital.

Back in April, the automaker kicked off its digital efforts with a mysterious social video to encourage users to sign up for email updates.

The 90-second video begins with a red line that bounds across the viewing plane. The black background slowly fades to a scene of the F-Type covered in large red cloth.

Embedded Video: <http://www.youtube.com/embed/V1LbSashErE>

First F-Type video

The video as well as the initial social efforts spoke to consumers' curiosity about the new sports car and asked them to register for email updates about the model.

Now, it seems that Jaguar is recognizing the power of image sharing via social media.

"Brands recognize Instagram and Pinterest as new battlegrounds for photo journalism and artist advocacy," Mr. Farkas said. "Microvlogging is next.

"Running campaigns is much about requisite learning of inter-storytelling in these new environments as it is building credibility and community with the social consumer audience," he said.

Final Take

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