

INTERNET

Jaguar pushes all-wheel-drive technology via Wall Street Journal video ads

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By ERIN SHEA

Jaguar North America is pushing its Instinctive All Wheel Drive technology that is available for the XJ and XF models via interactive video advertisements on The Wall Street Journal's Web site homepage.



The video that popped out of the ad placed on the Wall Street Journal side bar Jan. 14 showed off Jaguar's all wheel drive ability. A click-through on the ad led to a page on Jaguar's Web site about the specific vehicle models.

"Video in banner creative allows consumers to engage within the Web site where they encounter the ad," said Joseph Torpey, communications manager at [Jaguar Land Rover North America](#), Mahwah, NJ.

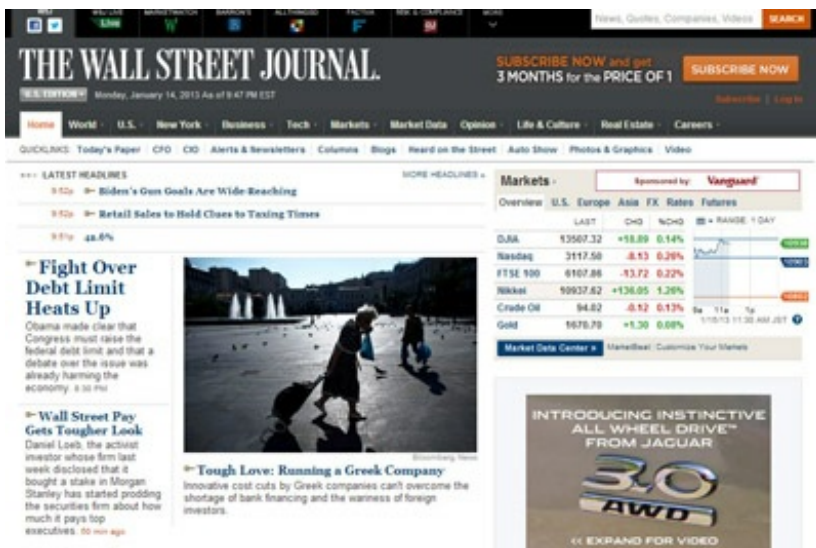
"A rich media ad with video is more effective in generating awareness and consideration," he said.

"Also, we are able to make a stronger impact among our target when we reach consumers across multiple channel, particularly digital and TV."

All wheel advertising

The ads placed by Jaguar are part of the larger Instinctive All Wheel Drive campaign.

The ads serve as a platform to introduce consumers to the technology and an invitation to learn more about the new XF and XJ models.



Wall Street Journal homepage

Consumers are given a call to action through the ad that reads "expand for video."

When a consumer clicks on the ad, a video starts playing to show off the new Jaguar models.



Jaguar video in ad

Once the video is over, consumers are invited to learn more about the models through the tabs on the side of the ad.

Consumers can view the image gallery, watch more videos, sign up for the e-newsletter and visit Jaguar's Web site and social media all without leaving the original Wall Street Journal page.

The image shows a screenshot of the Wall Street Journal homepage. At the top, there are sections for 'LATEST HEADLINES' and 'MORE HEADLINES'. A 'Markets' section is visible, sponsored by Vanguard, showing a table of market indices and a line chart. The main content area features several news articles, including 'Fight Over Debt Limit Heats Up' and 'Hedge Funds' N.Y. Migration'. A large, dark Jaguar advertisement is overlaid on the page. The ad features a video player with a red 'PLAY' button and the text 'INTRODUCING INSTINCTIVE ALL WHEEL DRIVE™'. Below the video are three small images in a gallery, a 'CLICK ON AN IMAGE TO VIEW VIDEO' prompt, and social media icons for Facebook, Twitter, and YouTube. The Jaguar logo is at the bottom of the ad.

Additional options on ad

Jaguar seems to be looking to reach business-minded affluent readers of the Wall Street Journal online with this ad placement, which is an appropriate audience for the brand.

“The publication’s readership is an affluent, educated target audience ripe for luxury automotive brand marketing messaging,” said Scott Forshay, Austin, TX-based luxury digital marketing consultant.

“Adhering to the age-old adage of right audience, right message, right time, the brand has made an appropriate decision in terms of reaching a desired audience both potentially interested in, and capable of purchasing, a luxury automobile,” he said.

“As readership continues its shift toward digital editions of publications, the brand is right to take advantage of the enhanced digital display capabilities to not only increase exposure, but to tell a more holistic story through the rich media content.”

Standing out

Video advertisements like the ones that Jaguar placed on the WSJ homepage, allow consumers to learn more about a brand or a product than just a typical banner advertisement.

These also allow the consumer to experience the advertisement while still remaining on the original Web site they were on.

Other luxury brands have taken advantage of interactive digital ads to entice affluent consumers as well.

For instance, U.S. lifestyle label Ralph Lauren showed off its holiday 2012 collection through attention-grabbing header, banner and side bar advertisements on the New York Times Web site.

The ads featured select 2012 Ralph Lauren holiday items in a video and image gallery. A click-through on the banner ad takes users to the Ralph Lauren Holiday 2012 Web site to see the collection or locate a store ([see story](#)).

“Video ad placements are a great way for brands to stand out, especially when the ad’s content is relevant in creating a more meaningful engagement with the brand or product,” said Rachel Lewis, senior strategist at [iProspect](#), Fort Worth, TX.

“In this case, Jaguar uses the unit to also give consumers a better feel for the car, the driving experience and the new Instinctive All Wheel Drive feature,” she said.

“This ad does far more to connect the consumer with the product than a standard banner ad.”

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: http://www.youtube.com/embed/MjXtSujA__s

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