

INTERNET

Jaguar widens social media circle via British F-Type campaign

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By TRICIA CARR

British automaker Jaguar is looking to engage consumers in its home market through a daily social campaign that was designed to spark conversation on the new F-Type sports car.

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Luxury Daily

The campaign centers on the notion of “Desire” that Jaguar attached to the F-Type through previous marketing efforts. Fans of the Jaguar UK Facebook account will have the chance to win prizes that have been deemed desirable by bloggers, influencers and social media users each day for two weeks.

“With Jaguar's new F-Type model launching this month, the purpose of the campaign was to generate conversation about the model and raise awareness of the launch,” said Ross Milton, account director at We Are Social, London.

“It also allows Jaguar UK to engage with and build its social communities,” he said.

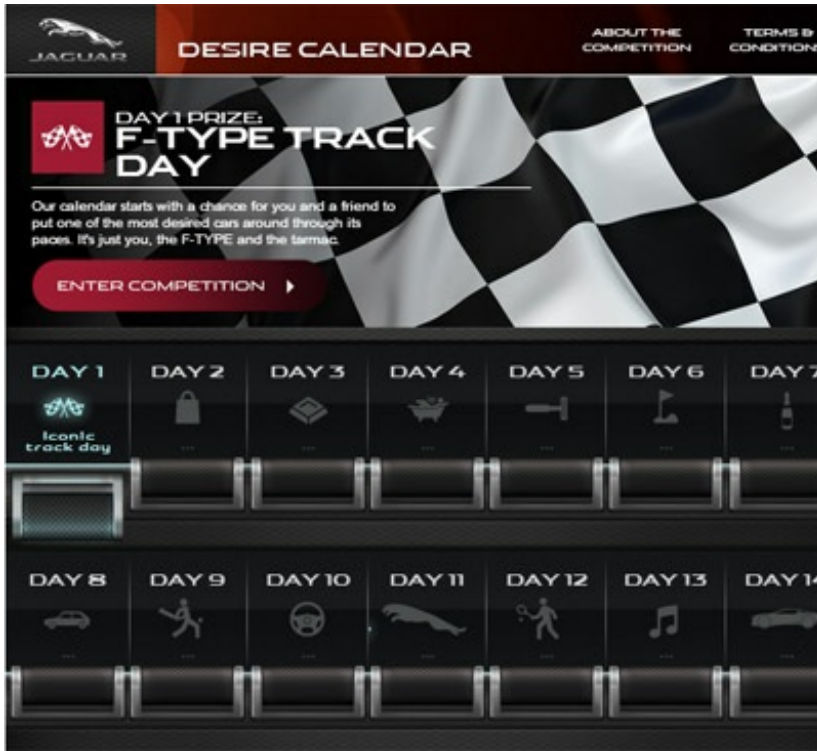
Jaguar and **We Are Social** created the campaign.

The auto brand is part of Jaguar Land Rover, a Tata Motors company.

Public desires

Potential prize items and experiences are revealed daily on the "F-Type Desire" Facebook application that fans can access from the [Jaguar UK Facebook page](#).

Each of the 14 days are themed. For example, the first prize is an F-Type track day that focuses on the racing aspect of the brand.



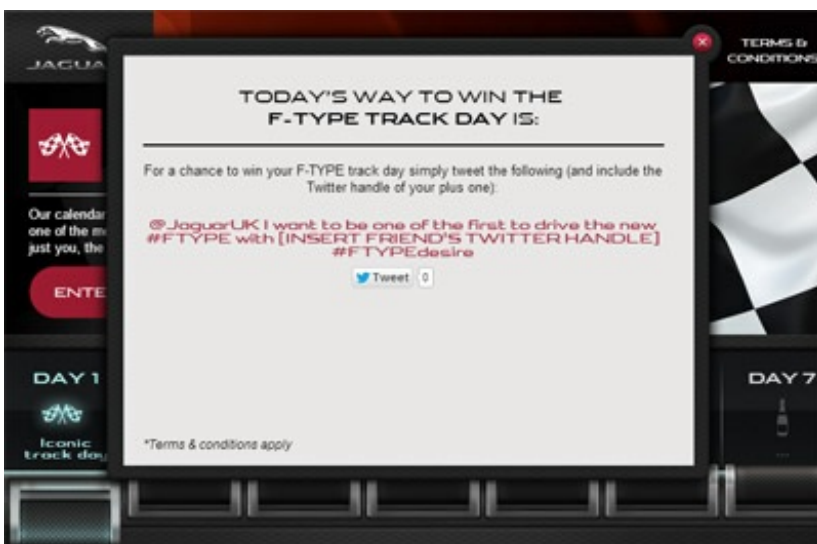
Facebook app

Future days are themed, “Your chance to look the part” or “Your time to indulge.”

Prizes will include designer clothing, tickets to high-profile sporting events and F-Type experiences.

Consumers can enter to win a day’s prize by completing a social media task that relates to the desirable item or experience.

The task for day No. 1 is to tweet a precise message and tag a friend. The post must say, “@JaguarUK I want to be one of the first to drive the new #FTYPE with [friend’s name] #FTYPEdesire.”



Social task

The campaign spans Facebook, Twitter and Instagram. Jaguar will encourage consumers to be part of the conversation on these three social channel with the daily tasks.

Jaguar looked to create a campaign that would support the pre-launch phase of the F-Type and maintain the status of the brand while including a wide audience, per the automaker.

The F-Type is Jaguar's all-new convertible sports car. It features a powered convertible roof, chrome and satin black exterior finishes and sport seats with leather and suedecloth trim.

The model starts at \$69,000 or \$81,000 for the F-Type S and \$92,000 for the F-Type V8 S.

F-Type tagline

Jaguar has repeatedly used the concept of “desire” in its marketing efforts for the F-Type model.

For example, Jaguar announced the cast of its short feature film called “Desire” and premiered a trailer.

The movie was thought up by Jaguar in association with Ridley Scott Associates. It was filmed over five days in early December in the Chilean desert ([see story](#)).

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

Trailer

Also, the film’s soundtrack was written by singer-songwriter Lana Del Rey, who was appointed the spokesperson for the F-Type model in August ([see story](#)). The soundtrack includes an exclusive song called “Burning Desire” that was inspired by the F-Type.

Previously, Jaguar pushed its email newsletter tailored to the new F-Type vehicle with a digital campaign that comprised its Web site, social media accounts and a video with an element of mystery.

The automaker told consumers to “Fuel your desire” and sign up for updates on the model ([see story](#)).

The new campaign will help Jaguar launch the F-Type to savvy consumers in Britain.

“While a Jaguar car is of course a luxury and premium product, social media allows the brand to reach out to a wider community of people, whether they are current owners, potential customers, aspire to own a Jaguar, or are just a fan of the brand,” Mr. Milton said.

“Social media campaigns like this are inclusive and allow everyone to get involved and interact with the brand,” he said.

Final Take

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