

MULTICHANNEL

Jaguar blends lifestyle, sales push in F-Type film

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By TRICIA CARR

After months of hype, Jaguar Land Rover released its short film called “Desire” to push brand lifestyle and up curiosity in the new F-Type model.

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The British automaker is keeping the momentum going for the much-hyped F-Type by debuting Desire last week, shortly after the new model went on sale in its home market. Unlike a commercial, the film lets Jaguar soft-sell the F-Type since consumers will focus on its use by recognized cast members and its role in the story line.

“Jaguar wanted to leverage the F-Type launch in conjunction with the film Desire to create anticipation and buzz,” said Joe Torpey, marketing communications manager of [Jaguar North America](#), Mahwah, NJ.

“We wanted to bring the car to life and exemplify its persona by telling a story full of passion, betrayal, retribution and greed,” he said. “Not to mention, with a star-studded cast, including British actor and critically acclaimed star of ‘Homeland’ Damian Lewis,” he said.

“We hope that viewers will get excited about the vehicle and prompt them to learn more about the car and eventually, purchase one for themselves.”

Enjoy the show

Jaguar's Desire was produced with Ridley Scott Associates and directed by Adam Smith. The automaker announced the cast of the film in November ([see story](#)).

The introductory scene sets the stage for a plot line that is not what it seems. The story is set in the desert.



Film still

Soon viewers are introduced to the main character Clark played by Damian Lewis, British actor and Golden Globe winner. He wears a grey suit that causes him to stand out from the desert backdrop.

Suddenly, American actress Shannyn Sossamon's character enters the scene as she tries to hijack the man's car. This begins a short sequence of the man convincing the woman not to steal his car, followed by gunshots and a high-speed chase.



Film still

Ms. Sossamon's character turns out to be fleeing from her soon-to-be ex-husband played by Spanish actor Jordi Mollà. She forces Clark to switch seats with her to drive the car as it is moving.

The 13-minute film ends with a confrontation between Mr. Lewis and Ms. Sossamon's characters, and the women's ex-husband and his driver. It gets heated when Mr. Mollà's character pulls out a large gun.



Film still

Desire ends with a twist and answers questions in viewers' mind from the very first scene.

The red F-Type is featured in the majority of the film. The car was supposed to be delivered to Mr. Mollà's character, but ended up being driven by Ms. Sossamon during the car chase.

In one tense scene at the end, Clark is forced to list the specifications of the F-Type at gunpoint.

The end sequence of the film features the title song "Burning Desire" by singer-songwriter Lana Del Rey, who was appointed the spokesperson for the F-Type model in August ([see story](#)).

Consumers can watch Desire on Jaguar's YouTube channel.

Embedded Video: <http://www.youtube.com/embed/Trlv9UdIheM>

Desire

"This film creates the opportunity for Jaguar to showcase the F-Type by giving the car a key role in the film, and highlight its features, performance specs and scenic straightaway shots as part of a story line, rather than a hard pitch in a commercial," said Ryan Hattaway, president of [Mogul Media Group](#), Miami, FL.

"It's a softer marketing approach because the film keeps the audience engaged and entertained throughout, while giving Jaguar the opportunity for controlled product placement with targeted celebrities, actors and musicians," he said.

Hollywood hopefuls

Some luxury marketers add storytelling to their branding efforts through short films that are made in collaboration with big-name directors, producers and actors.

For example, Italian label Prada presented "A Therapy," a short film starring Helena Bonham Carter, a psychiatry patient, and Ben Kingsley, her psychiatrist, that demonstrates how the brand's items are recognizable and coveted by everyone.

The film was directed and co-written by French-Polish film director Roman Polanski and

premiered at the 73rd Cannes International Film Festival May 21 before a showing of a restored version of his 1979 film called "Tess."

A purple Prada fur jacket is the centerpiece of the film and, by showing a man fixated on a woman's item, the label is pushing its idea that "Prada suits everyone" ([see story](#)).

Also, Starwood Hotels & Resorts' Luxury Collection drew eyes to its properties through an original film called "Here" starring actress Agyness Deyn. It debuted during a private screening and was pushed via digital networks.

The 15-minute film follows Ms. Deyn on a journey that takes her to three of the Luxury Collection properties in the United States ([see story](#)).

Luxury marketers can draw attention to their products and services from all demographics using branded entertainment. Of course, the effort should reflect the brand values so it does not cause dilution.

"We are seeing an emerging trend towards branded entertainment due to the powerful convergence of video, social media and mobile technologies," Mr. Hattaway said. "While direct advertising can still play a big role in the marketing portfolio, brands are constantly searching for more creative channels to reach their target audiences by aligning themselves with film, art, sports and music.

"It's about selling the brand as a lifestyle," he said. "Incorporating a brand's message into a story line can be a more attractive and compelling way to draw people in than selling them through traditional advertising.

"These days it's about creating engagement and enchantment, where consumers fall in love with a brand's values as well as their product."

Final Take

Tricia Carr, associate reporter on Luxury Daily, New York