

MULTICHANNEL

Jaguar sharpens F-Type push to reach men ages 25-54

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By TRICIA CARR

Jaguar Land Rover North America is sharpening the focus of its marketing for the 2014 F-Type sports car to reach a youth-minded target audience.



The automaker's new "Your Turn" campaign is a global advertising and marketing program to raise awareness for Jaguar's first new sports car model in 50 years. U.S. media placements and partnerships that appeal to younger consumers complement a social media contest to have an F-Type driving experience.

"This campaign serves many purposes, the first of which is introducing the all-new F-Type to consumers in a dynamic fashion," said Stuart Schorr, vice president of communications and public affairs of [Jaguar Land Rover North America](#), Mahwah, NJ.

"Secondly, it is an extension of the new Jaguar brand approach to marketing, which emphasizes the dynamic, visceral personality of the vehicles," he said.

"Thirdly, to make an impact worthy of the F-Type, we wanted our partners, be that TV, print or online, to go deeper with actual product interaction and customer engagement."

[Spark44](#) is Jaguar North America's lead strategic communications partner and worked on the F-Type campaign, with media planning and buying managed by [Mindshare](#).

India's Tata Motors owns Jaguar Land Rover, a British automaker with car brands such as Jaguar, Land Rover and Range Rover.

Your turn

The new campaign boasts the performance, sound, look and feel of the new F-Type, according to Jaguar. The model will be available in three forms – the F-Type, F-Type S and F-Type V8 S – in U.S. showrooms this month and have a starting retail price of \$69,000.

Previous efforts to push the new model started with the initial teaser campaign ([see story](#)), supported by the just-released branded short film called “Desire” ([see story](#)).

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Desire

So far, more than 50,000 consumers have already expressed interest in the F-Type, per Jaguar.

The global launch campaign for the model spans television, cinema, print, digital, mobile, experiential and social activations. But the U.S. campaign is heavy on TV and digital placements so that the brand can reach its target audience of 25-54-year-old men.

One placement for Your Turn is exclusive ownership of a “SportsCenter” episode on ESPN, which will feature athletes driving the F-Type. There will also be exclusive commercial content with on-air commentator Stuart Scott.

Another media partnership for the campaign is an integrated placement in Playboy magazine to announce the 2013 “Playmate of the Year,” Raquel Pomplun.

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Jaguar/Playboy video

The F-Type will also be featured in a commercial with Ms. Pomplun during ABC network’s “Jimmy Kimmel Live” and Jaguar will again co-host a party with Playboy during the Pebble Beach Automotive Weekend ([see story](#)).

Other male-targeted media placements include a season-long partnership with USA Network’s “Covert Affairs” during which the F-Type will be featured in a custom vignette, Jaguar acting as a presenting sponsor of Sundance Channel’s “Rectify” and long-form content featuring the F-Type piece on Speed TV.

The first F-Type commercial called “Great Expectations” aired May 12 during the season finale of ABC network drama “Once Upon A Time.”

“As the F-Type is the most exciting marketing launch for the brand in many years, we wanted to create a platform that brings the vehicle to life, which we effectively achieved through TV and digital,” Mr. Schorr said.

“The sound of the vehicle is incredible and that really shines through in these creative executions,” he said.

Social butterfly

Jaguar's latest marketing content, including its F-Type commercials and posts across its social media channels, is also filling consumers in on the #MyTurnToJag contest.

Consumers are given the customer Web address of <http://myturntojag.com>, which leads them to a Facebook application where they can enter for the chance to experience a curated drive in one of four U.S. cities.



App

To enter, consumers can submit a story telling the brand why it is their turn to drive the F-Type.

Four winners will be chosen based on their submission to take part in drives in New York, Los Angeles, Miami or Chicago.

Each drive will be recorded and shared via Jaguar's U.S. social media accounts.

Consumers are also encouraged to strike up a conversation on the new F-Type with the contest hashtag #MyTurnToJag.

With the combination of mass TV placements and a social media contest, Jaguar will likely reach its goal of prompting young consumers to explore the new F-Type, per Al Ries, founder and chairman of [Ries & Ries](#), a Roswell, GA-based marketing strategy consultancy.

But this target group might not have the means to purchase the model.

"I question this strategy," Mr. Ries said. "Younger people often have trouble buying muscle cars like Corvettes and Porsches, and now the new Jaguar F-Type.

"One major problem is that insurance companies hesitate to write policies for younger drivers who own these types of cars," he said. "That's one reason the median age for Corvette owners is something like 53, and for Porsche owners it's something like 46."

Final Take

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