

MOBILE

## Jaguar targets affluent fans via mobile banner ad

July 15, 2013



By JOE MCCARTHY

Jaguar Land Rover is calling for affluent, informed consumers to schedule a test-drive in the 2014 F-type model with a banner advertisement on the CBS News mobile application.



The landing page provides users with important specifics about the car, proposes a future test drive and goads interested fans to download the F-type tablet app for a more in-depth experience. Offering multiple options on the landing page may increase the percentage of users who actually pursue information or brand-related experiences beyond the banner, but it may also strike users as too much in too little space.

"The aim with our creative is to be direct and clear with our messaging and navigation to ensure the user experience is optimal and to make sure the user knows instantly what they can expect when engaging with the ad," said Ray Warren, digital marketing manager at [Jaguar North America](#), Mahwah, NJ.

"We feel that if a consumer chooses to click on our ad, it means they want to learn more about our products and our ad allows them to get that information easily," he said.

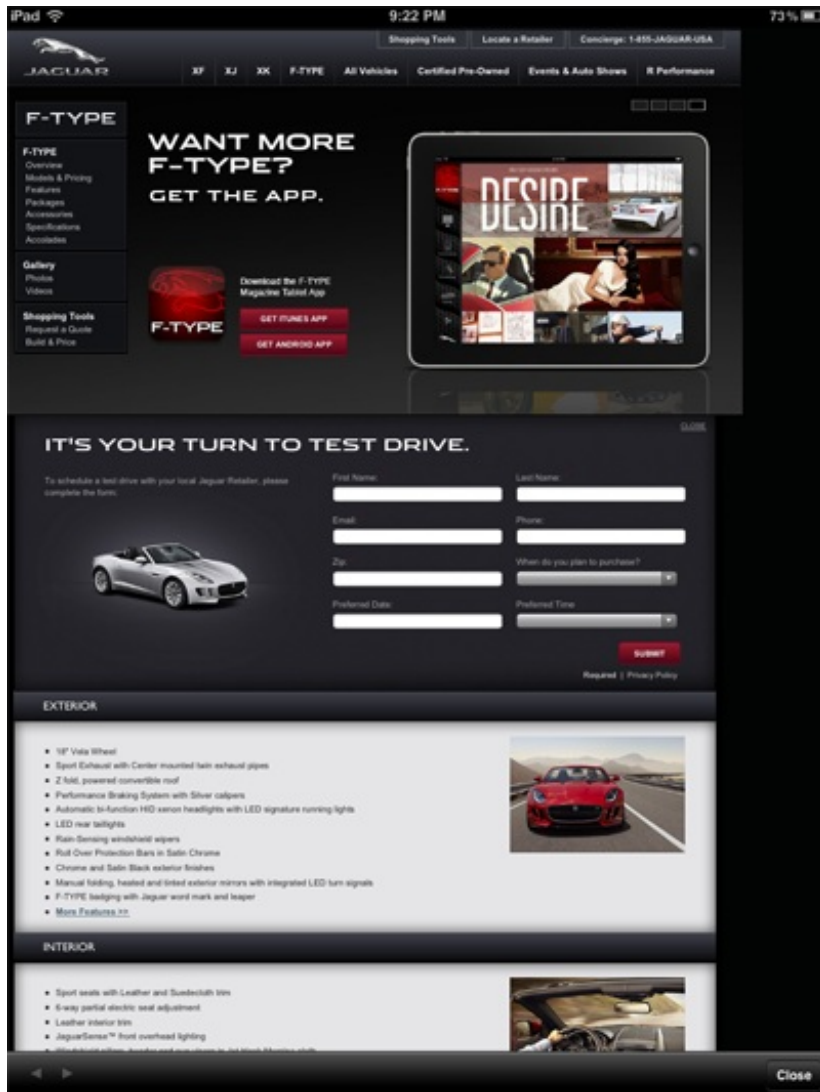
Into the sunset

Jaguar's eight-word banner is punctuated with the call to action, "Tap for Your Turn." An

image of the F-type is poised next to the text and seems to signal to users that it is ready to drive away.

A click through on the ad leads consumers to a landing page that gives them a chance to explore what the car can offer.

At the top of the page, users are encouraged to download the F-type tablet app. Although enthusiastic fans may accept the invitation, filling the top of the screen with additional steps might frustrate ordinary users.



### *Jaguar mobile ad*

The next section of the screen asks users to schedule a test-drive and the third section of the screen provides external and internal specifications.

Through this tiered arrangement, one can see that the landing page's primary function is to engage fans in more dynamic options. Directly presenting these options to the user may off-set the drudgery some users may feel when asked to pursue more tasks.

Similarly, the ad immediately narrows down the brand's desired consumer, since only those truly serious about the F-type will accept the invitations.



### *2014 Jaguar F-type model*

Still, the banner is the place where the consumer makes the most crucial decision.

"One of the better banners I have seen," said Jeff Gunderman, senior vice president and general manager of [Eye](#), New York. "[It is] impactful, the color grabs your attention, the text is short and the call to action is clear.

"However, the simplicity and clear call to action is not carried through to the landing page," he said. "A mobile site needs to be much simpler and super clear.

"If there are multiple actions then they need to be prioritized."

Many shapes and sizes

Striking the right balance between content and entertainment on a mobile ad poses a common dilemma for luxury brands.

Jaguar's decision to present immersive options first and foremost may appeal to passionate fans.

Other luxury brands have different agendas and structure their ads accordingly.

For example, department store chain Nordstrom partnered with Estée Lauder to tease high-end beauty products through a banner ad on The New York Times mobile app to lure consumers to its mobile commerce site.

The ad featuring Estée Lauder's Re-Nutriv products takes consumers to the Estée Lauder product page on Nordstrom's mobile-optimized site. Retailers should aim to make their mobile commerce efforts as simple as possible so that consumers do not become frustrated during the purchasing process ([see story](#)).

Similarly, beauty marketer Lancôme pushed a new product line through a mobile banner ad on New York magazine's The Cut in an attempt to boost mcommerce.

The ads flaunted the Lancôme Show products created by designer Alber Elbaz and a click through leads consumers to the brand's mobile site to purchase the products. Lancôme was aiming to grasp the attention of new customers through the colorful ads ([see story](#)).

Luxury brands are still tinkering with mobile to find the best strategies.

"There's always room for improvement and in this case, I'd improve upon the presentation of the car's specs," said Matt Hunter, channel manager at [Impact Radius](#), Santa Barbara, CA.

"And I would definitely do plenty of testing with the actual ads," he said.

"Minor tweaks can dramatically improve click through rates, but you'll only know by testing several versions, before you fully deploy the most effective one."

Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/dV0voqg6i1k](https://www.youtube.com/embed/dV0voqg6i1k)

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.