

MOBILE

## Land Rover celebrates personal ambitions in Instagram campaign

November 7, 2013



By JOE MCCARTHY

Land Rover North America is augmenting its #IAmDriven campaign with an Instagram component Nov. 5 through Dec. 15 that spurs fans to depict what drives them to new heights on a daily basis.



The contest asks fans to put together a storyboard of four photos or a video that outlines the stages of their drive. Men's Journal, ESPN and Outside magazine will also be partnering with Land Rover and producing videos that honor several figures who accomplish audacious or ingenious feats.

"The #IAmDriven contest and content partnerships with Men's Journal, Outside and ESPN are elements of our 'Driven To Another Level' campaign to launch the all-new Range Rover Sport," said Kim Kyaw, digital marketing and social media manager of **Land Rover North America**, Mahwah, New Jersey.

"Both highlight the pioneers of today as they continue to push the limits of possibility, echoing the 2014 Range Rover Sport vehicle's go anywhere, and do anything philosophy, with its unmatched breadth of capability," she said.

"The personalities featured are accomplished in their fields but are constantly yearning

for more. The #IAmDriven contest takes this idea of being 'Driven to Another Level' and asks our owners and fans to share their passion to show how they are driven."

### Everyday triumph

The contest aims to find the most driven person on Instagram and Twitter as it culls submissions. Fans that are interested can post their storyboard or video with the hashtags #IAmDriven and #Contest.



### #IAmDriven campaign

A panel will determine winners based on creativity, nature of the challenge and visual fulfillment of the overall theme. Five runners up and the contest winner will be selected once every week beginning Jan. 15.

Land Rover will profile the six winners to unravel the textures and layers of their ambitions.

The overall winner will receive a driving experience and two-night stay at The Land Rover Experience Driving School at The Quail Lodge in Carmel, CA. Three smartphone camera lenses will also be given to the winner to capture her or his driving experience for Land Rover North America's Instagram channel.

In addition to the social media component, the three partnering publications will produce videos portraying daring individuals.

Men's Journal will be showcasing the underwater explorer David Lang, the balloonist and aviator Bernard Piccard and the paragliding photographer George Steinmetz.

Outside magazine plans to document Sonya Baumstein, known as the first person to stand up paddle board on the Bering Strait; Peter Metcalf, owner of Black Diamond, a climbing and skiing gear company; and Levison Wood who is striving to be the first person to walk the Nile River.

Dr. Glenn Fleisig, who is exploring ways to improve the performance of baseball players, and Muthu Alagappan, a basketball visionary, will be followed by ESPN.

### Different ports

Land Rover North America has created several avenues for its fans to engage with the I

Am Driven campaign.



*"Race The Sun" game*

For instance, the brand crafted an interactive, high-intensity film that lets viewers join the adventure with gaming options.

The "Race The Sun" film is equipped with WebSocket technology that allows viewers to sync up their smart phones and tilt, tap and swipe their touch screens to keep up with the ride. To maximize the reach of the film, viewers can participate in the film with their tablet and desktop as well ([see story](#)).

Campaigns that invest too heavily in one area can end up shrinking the target audience. Consequently, spreading a campaign's efforts across several channels helps a brand reach consumers with different preferences.

"We've seen great engagement with the different elements of the all-new Range Rover Sport launch campaign," Ms. Kyaw said.

"All of the elements, including the 'Race the Sun' interactive game, the #IAmDriven contest and content partnerships, focus on the idea of 'Driven To Another Level' to appeal to the mindset of our fans and target audience," she said.

Final take

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

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.