

TELEVISION

Jaguar's first Super Bowl commercial disrupts with British Villains

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By JOE MCCARTHY

Jaguar North America is making its first appearance during the Super Bowl XLVIII with a commercial for its F-Type Coupe that may propel the brand's strong year-to-date growth in the United States.

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The F-Type advertising campaign will make the case that British actors play the best film villains and the "Disruptor" television spot will make its broadcast debut during the second half of the Super Bowl XLVIII on Fox. Entering the clamorous arena of Super Bowl advertising likely indicates that Jaguar wants to cement its ties with new U.S. consumers.

"We felt like it was the right moment because of the extraordinary range of new vehicles that we've recently launched, beginning with the F-Type and now the F-Type Coupe," said Jeff Curry, brand vice president of [Jaguar North America](#), Mahwah, NJ.

"In 2013, Jaguar has also has seen a tremendous growth in sales, which we are extremely proud of," he said.

"There is also a huge British cultural movement, and it was a perfect time to embrace our British roots in a very American way. There is no better way to do that than to be a part of something as iconic as the Super Bowl."

Jaws

The campaign is inspired by the many British actors that have played skilled and charming villains in films. Taking this notion further, the brand asserts that villains disrupt the status quo, making them key players in the chase for innovation.



Jaguar F-type campaign

The hashtag #GoodToBeBad will accompany the campaign to get fans involved and the question, “Have you ever noticed how in Hollywood movies, all the villains are played by Brits?” will likely pique viewers' interest.

British film and television director Tom Hooper is filming the campaign that features famous British actors.

Mr. Curry unveiled the Disruptor commercial, which runs for 30 seconds, at a news conference at The London NYC. The ad will make its television debut during the 2013 British Academy of Film and Television Arts Los Angeles Jaguar Britannia Awards on BBC America.

Jaguar North America is sponsoring the British Academy of Film and Television Arts Los Angeles awards Nov. 9 to ingratiate itself with Hollywood's many prospective customers.

The BAFTA LA Jaguar Britannia Awards 2013 will honor outstanding figures in the international entertainment industry. The automotive brand will embellish the event with vehicle displays that include the new F-type Sports car and by chauffeuring honoree guests in Jaguar XJ sedans ([see story](#)).

The broadcast debut will take place during the second half of the Super Bowl. Jaguar has seen a 36 percent increase in sales in the U.S. so far this year.



Jaguar F-type campaign

Malleable markets

Other European automakers are trying to change the perceptions of U.S. consumers.

For instance, Audi of America is looking to shatter the misconceptions surrounding diesel vehicles with a 60-second television spot that depicts a new Audi A8 L TDI in a comical web of misunderstanding.

The automaker's far-reaching campaign encompasses television, print, digital and social media and strives to dispel myths and reinforce the benefits of clean diesel such as range, efficiency and power. Audi is likely to accomplish its intended goal by relying on humor's ability to deflate stubborn views ([see story](#)).

Also, Toyota Corp.'s Lexus promoted its new IS sport sedan with television spots that aim to pique consumer interest by disrupting expectations.

The new 2014 Lexus IS advertising campaign aims to illuminate and applaud the lifestyle of the ideal Lexus consumer ([see story](#)).

The Super Bowl's gargantuan reach will likely allow Jaguar's latest campaign to make a lasting imprint on the brand's image.

"In Hollywood films, we've seen an increase in Brits playing villains and as these characters are typically refined, confident and have a bit of an edge, we felt this theme was right for the modern Jaguar brand, and especially the F-Type Coupe as it's the kind of car these characters would drive," Mr. Curry said.

Final take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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