

MOBILE

Jaguar builds upon F-Type Coupé myth via Instagram video

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By JOE MCCARTHY

British automaker Jaguar is leveraging Instagram videos to embellish the mythical origins of its new F-Type Coupé model.

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Luxury Daily

The Instagram incarnation of the "From The Shadows" campaign fleshes out a back story for the new vehicle by detailing fictional plots against its debut in a series of shadowy videos. Protracted campaigns can risk draining a new product of energy, but if brands consistently interweave new material, these campaigns can promote brand continuity and create a compelling myth that sticks with consumers.

"The content is a real departure from the usual Instagram imagery produced by brands and gives consumers the opportunity to watch this incredible car's journey unfold in regular, engaging bite-sized content," said Clem Hancox, group account director, We Are Social, New York.

We Are Social is helping **Jaguar** execute the campaign.

Lights and shadows

The #FromTheShadows Instagram campaign encompasses nine video clips that will run until Dec. 8. Each video adds a little more coherence to the narrative of how the F-Type

overcame mysterious foes who do not want the car to be seen by the world. These foes "hunt" the F-Type as if it were a jungle creature.

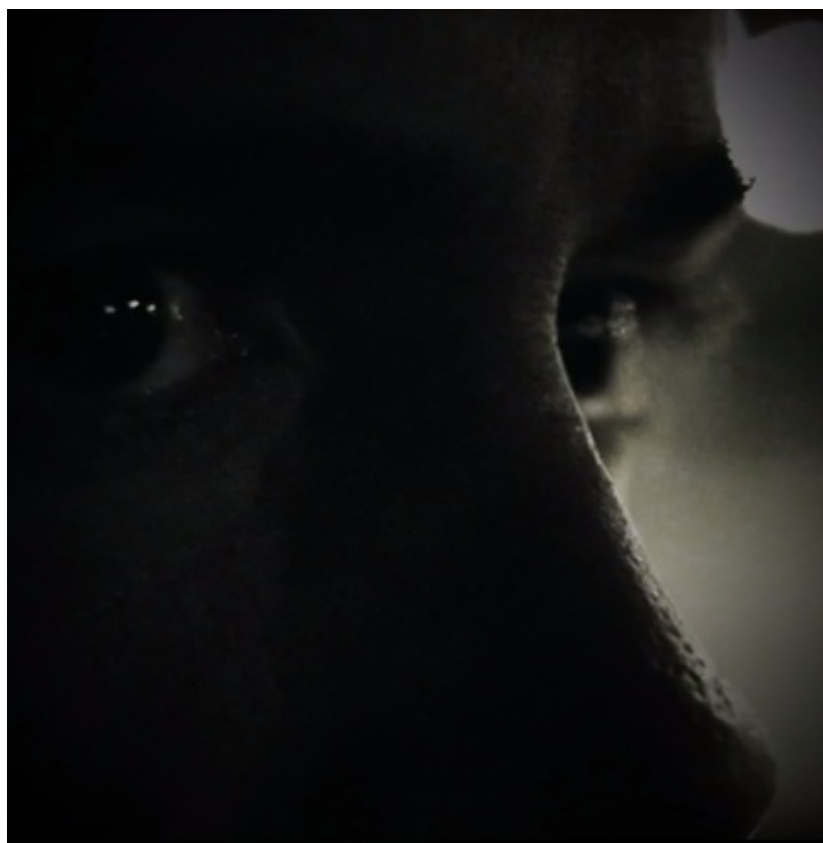
The videos are deliberately mysterious when looked at separately to keep fans intrigued, but will presumably make sense when taken as a whole.

In a video that has already been released, an F-Type drives through a tunnel while being raked by an unknown figure using security cameras.



Jaguar Instagram video still

Another video shows the F-Type racing down a road while the driver anxiously looks around.



Jaguar Instagram video still

Yet another video displays train tracks, a sultry red timer and the words "Stay there, they're close" appear at the top of the screen.



Jaguar Instagram video still

Questions such as "How Long can the car remain undetected" accompany videos that have not yet been unlocked.

Fans can access the videos on Instagram, Twitter and Facebook and a specific Tumblr page that aggregates content can be found [here](#).

Jaguar recently cranked up the anticipation for the new F-Type Coupé model that was unveiled Nov. 19 at the Los Angeles Auto Show with a series of mysterious social media posts that bolster the brand's latest umbrella campaign.

The automaker stitched together vines and ordinary posts heavy with shadows and furtive language that merge with the brand's latest British Villains campaign. By channeling new model releases through the film of its emerging British Villains campaign, the brand has a good chance of impressing this new message on the public's imagination ([see story](#)).

The #FromTheShadows videos will be available to fans in several global markets.

"The use of video was particularly relevant to the promotion of the F Type Coupe as the alluring roar of the sporty engine effectively riled up the social media base," said Shuli Lowy, marketing director of [Ping Mobile](#), New York. "The execution of the campaign is also in accordance with several best practices for brand-based Tumblr and Instagram videos.

"First off, the video clips are short," she said. "Tumblr browsers typically don't interrupt their browsing to watch an ad that is several minutes long. Videos should optimally be

between 3 and 20 seconds and should be highly engaging using tactics such as varying the scenery.

"Secondly, Jaguar understood that while they intended to tell a story in eight parts, Instagram users would likely not encounter all of the clips, let alone encounter all of them in a consecutive order."

Novel ideas

Other automakers have recently used novel methods to ignite interest in new models.

For instance, Lexus International set a new standard for fan interaction on Twitter Nov. 21 by tweeting two Vine videos per hour from 9 a.m. to 7 p.m. in response to tweets concerning the Tokyo Motor Show.

Fans requested with the hashtag #LexusInTokyo to see particular details of the RC coupé and LF-NX concept models that were unveiled at the Tokyo Motor Show. The branded vines provided fans snippets of the new models prior to public availability of the motor show, which may have promoted a feeling of exclusivity for brand enthusiasts ([see story](#)).

As with any new promotional technique, brands should strive for coherent delivery.

"Jaguar took two steps to ensure they wouldn't confuse fans with nonsensical video clips," Ms. Lowy said. "First, they created a tumblr blog that includes the other videos as well as gif images and included it in the caption of each posted video.

"Secondly, they created each of the eight videos as standalone promotions," she said.

"Users who view a clip in conjunction with the others will get a more vivid depiction of the car and its speeding driver. However, each video functions as a self-sufficient ad piece."

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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

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