

INTERNET

Jaguar darkens the mood for Super Bowl premiere

January 22, 2014



By JOE MCCARTHY

British automaker Jaguar is gradually building its British Villains campaign leading up to the Super Bowl premiere, but the campaign has the legs to run with variation for much longer than the one-time mega-event.

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The brand recently enlisted British actors Sir Ben Kingsley, Mark Strong and Tom Hiddleston to front the "It's Good to be Bad" campaign, all of whom have played villainous characters in at least one blockbuster movie. Jaguar also created a microsite to consolidate the intermittent campaign material that includes teaser commercials and interactive Jaguar F-Type content.

"The response to our British Villains campaign, since its launch late last year, has been incredible," said Joe Torpey, communications manager at [Jaguar North America](#), Mahwah, NJ.

"Just from the announcement we made last week of the three British actors to star in our Super Bowl ad, we've seen a 25 percent increase to our [JaguarUSA.com](#) Web site and in January so far, mentions of our [#GoodToBeBad](#) unique hashtag increased by 208 percent.

"We're thrilled that so many consumers have taken interest and are excited about our latest campaign and look to keep that momentum going through to the Super Bowl game and beyond."

Absolute power

Jaguar's Good to be Bad microsite contains brief videos that pique interest in the upcoming Super Bowl commercial and the F-Type, XFR and XJR models.



Good to be Bad promotion

Mr. Strong is featured in an F-Type teaser where he taunts viewers with the pursuit of power.

Embedded Video: [//www.youtube.com/embed/nr-ZVA3M7to](http://www.youtube.com/embed/nr-ZVA3M7to)

Absolute Power with Mark Strong

Mr. Hiddleston touts the XFR model by hinting at its ability to break speed limits.

Embedded Video: [//www.youtube.com/embed/Kr8yfOfU2Wc](http://www.youtube.com/embed/Kr8yfOfU2Wc)

Business Associates with Tom Hiddleston

Finally, Sir Ben claims that world domination can be achieved while sitting in the spacious backseat of the XJR model.

Embedded Video: [//www.youtube.com/embed/6C25ofozk5s](http://www.youtube.com/embed/6C25ofozk5s)

World Domination with Sir Ben Kingsley

Although all three videos were released Jan. 16, Mr. Hiddleston's video has ten-fold more views than the others.

A longer video presages the Super Bowl commercial by showing Sir Ben explaining that the "usual suspects" are lurking and that "you'll be hearing from us" as a Jaguar F-Type races a helicopter.

Embedded Video: [//www.youtube.com/embed/8sx5fDGBVoQ](http://www.youtube.com/embed/8sx5fDGBVoQ)

"Rendezvous: The Set Up" Teaser

Technical information for each of the featured models accompany all of the videos. For instance, fans learn that the F-Type R Coupe has a 8-speed shift transmission, 550 horsepower and has a 0-60 miles per hour of 4 seconds.

Interested consumers can explore more about the vehicles and check out builds and prices.

Other microsite features include listening to engine sounds and taking a digital microscope to the vehicles. The microsite can be found [here](#).

The British villains campaign will continue in various guises after the Super Bowl, according to Mr. Torpey.

Background

Snippets of the "It's Good to be Bad" campaign first arrived when the brand announced that it was devising its first Super Bowl commercial.

The F-Type advertising campaign makes the case that British actors play the best film villains and the final "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 ([see story](#)).

Since the campaign revolves around the F-Type model, Jaguar also charged all F-Type events with a mysterious and sinister air.

The brand 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](#)).

Then, Jaguar leveraged Instagram videos to embellish the mythical origins of its new F-Type Coupé model.

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 ([see story](#)).

Although the latest Jaguar campaign has generated buzz and has enduring appeal, it may have a hard time standing out on one of the most contested advertising stages in the world.

"While there have been many successful automobile advertisements during Super Bowl, I'm not sure if British Villains are best aligned with American football and mainstream America," said Kyle Wong, CEO of [Pixlee](#), San Francisco.

"With that said, the Super Bowl has over 100 million viewers and will undoubtedly

generate more conversation about the brand and its new car," he said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/oHm3VRyp1fI](https://www.youtube.com/embed/oHm3VRyp1fI)

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