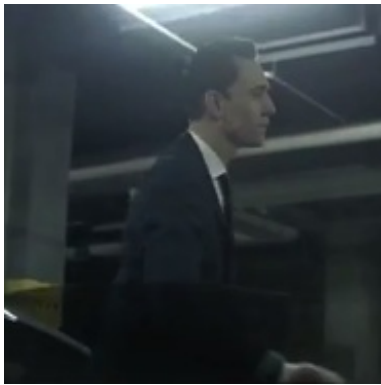


INTERNET

Jaguar spotlights Tom Hiddleston, Shakespeare in latest British Villains video

April 3, 2014



Tom Hiddleston in Jaguar's "The Art of Villainy" video

By JOE MCCARTHY

British automaker Jaguar is finding fresh ways to extend its "Good to be Bad" campaign with solo discourses on the art of cinematic villainy by featured actors.

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The first "The Art of Villainy" video follows Tom Hiddleston as he engages in some clandestine activity and races away in the new Jaguar F-Type Coupe. Since the F-Type has yet to hit markets, reviving the "Good to be Bad" campaign will likely generate another surge of interest.

"The original 'Rendezvous' spot on our YouTube channel has received over 12 million fan views and Tom's solo web film from 'Rendezvous' has garnered close to 600,000 views itself to date, so we're proud to have Tom further develop his very popular character through 'The Art of Villainy,'" said Jeff Curry, brand vice president of [Jaguar North America](#), Mahwah, NJ.

"This dynamic storyline coupled with Tom's presence in the campaign continues our 'British Villains' story and shows 'Rendezvous' fans and consumers the new F-Type

Coupe in an unforgettable manner," he said.

"Since the global debut of the F-Type Coupe in November at the Los Angeles Auto Show, we've seen an unprecedented number of leads and a very strong pre-order trend by customers and dealers ahead of its May 2014 on sale date."

This scepter'd isle

The video begins in regal fashion with an overlaid audio recording of lines from William Shakespeare's Richard II as a white F-Type Coupe strolls through an underground garage.

Tom Hiddleston turns off the radio and begins his own lofty soliloquy, enumerating the "virtues" of a successful villain while completing some objective.



Video still from The Art of Villainy"

According to Mr. Hiddleston, a villain should sound distinct and speak with eloquence that imparts authority. A villain should have style, a bespoke suit that is sharp as his or her wit, the means to stay one step ahead.



Video still from The Art of Villainy"

"World domination starts with attention to detail," Mr. Hiddleston says as he readies the F-Type for a getaway.



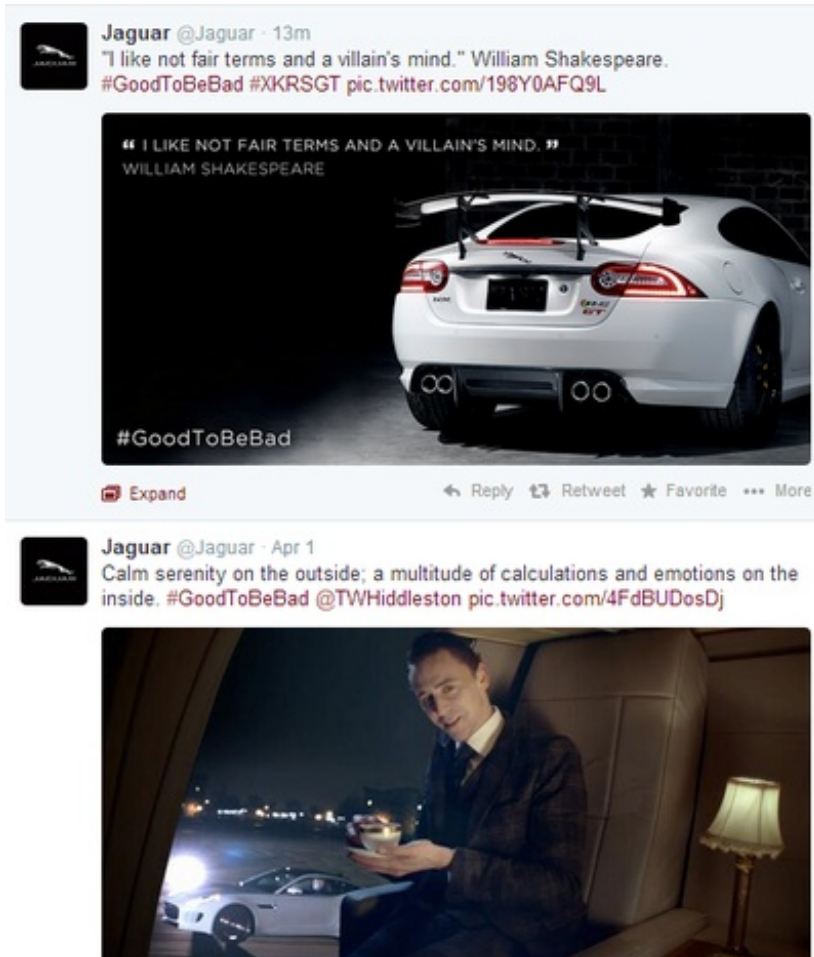
Video still from The Art of Villainy"

The video concludes with Mr. Hiddleston continuing the Richard II speech that was cut short in the beginning.

Embedded Video: [//www.youtube.com/embed/ZFqaFu2maDg](http://www.youtube.com/embed/ZFqaFu2maDg)

The Art of Villainy with Tom Hiddleston / F-TYPE Coupe

Jaguar has been promoting the video on its social pages.



Jaguar tweets

This happy breed of men

Since the cacophonous Super Bowl entrance, Jaguar has extended the Good to be Bad campaign in multiple ways.

For instance, Jaguar USA is capitalizing on the ongoing buzz generated by its “Good to be Bad” campaign with a Jaguar Villain Academy that will open to select guests in May.

The academy gives guests a full day with the new F-Type Coupe on the Formula 1 track Circuit of Americas, Austin, TX. As May approaches, Jaguar will send out a series of challenges via email that fans will be asked to complete for a chance to win a trip to Austin ([see story](#)).

Also, Jaguar Land Rover North America targeted New York subway commuters with train takeover promotions for its Good to be Bad campaign.

The Good to be Bad campaign officially debuted during the Super Bowl Feb. 2, which

makes it safe to assume that many of the commuters recognized the slogan.

Overall, New York has the seventh busiest subway system in the world with an annual ridership of 1.665 billion.

What this means is that colossal amounts of people will see Jaguar's promotion and perfunctorily register the message, especially since, in comparison, the other train exteriors will be far less spiffy ([see story](#)).

"In today's marketing landscape, I don't believe something could even be considered a massive multichannel campaign without incorporating social media and UGC," said Kyle Wong, CEO of [Pixlee](#), San Francisco.

"Today's consumers spend so much time on social media, that for a brand to run a successful campaign they must find ways to integrate social media and engage customers," he said. "UGC is a perfect way to do both."

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/Su2RVI4h2LI](http://www.youtube.com/embed/Su2RVI4h2LI)

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