

MOBILE

## Jaguar generates 700-plus qualified leads with mobile ad campaign

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By PETER FINOCCHIARO

British automaker Jaguar converted more than 700 consumers into qualified leads for the brand's XF line of upscale sedans with a mobile advertising campaign targeted at affluent, tech-savvy Australians.

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**Luxury Daily**

The brand developed mobile banner ads that were placed across several Australian business and finance news sites. More than 19,000 consumers clicked through the banners to visit a mobile-optimized site for the car maker's XF line of sedans, and 4 percent of those turned into qualified leads.

"Whether or not the year of mobile ever actually comes, the opportunities are enormous," said Jake Denny, business development manager at Big Mobile, Sydney, Australia. "Such an opportunity was realized by Jaguar in Australia.

"Jaguar and media agency Mindshare set out to build brand awareness of Jaguar XF and encourage their audience to explore the key features of the care," he said.

"Big Mobile was able to deliver a mobile strategy that provided Jaguar the greatest reach across feature phones and smartphones and a strong and highly targeted mix of premium and blind ad network mobile inventory."

**Big Mobile** developed the campaign, which it claims represented the first time Jaguar has invested in mobile media in Australia.

The Australian Jaguar XF sedan has a manufacturer's suggested retail price of \$99,990 AUD, the equivalent of about \$99,000 USD.

The campaign

Big Mobile developed a line of mobile banner ads to attract the attention of mobile users browsing business and financial news on their handheld devices.

Creative featured an image of a silver Jaguar XF next to copy such as "This is the new Jaguar" and "Six figure luxury for only five."

Jaguar ran the ads across a variety of environments, including mobile-optimized sites for publications such as The Australian, News.com.au, Cnet and ZDNet.



*Jaguar banner ad*

Additionally, the brand did a run-of-category ad buy across the business and finance sections of several carrier networks' mobile portals.

Finally, the ads had run-of-category placement on business and finance verticals across applications and sites running across multiple mobile ad networks.

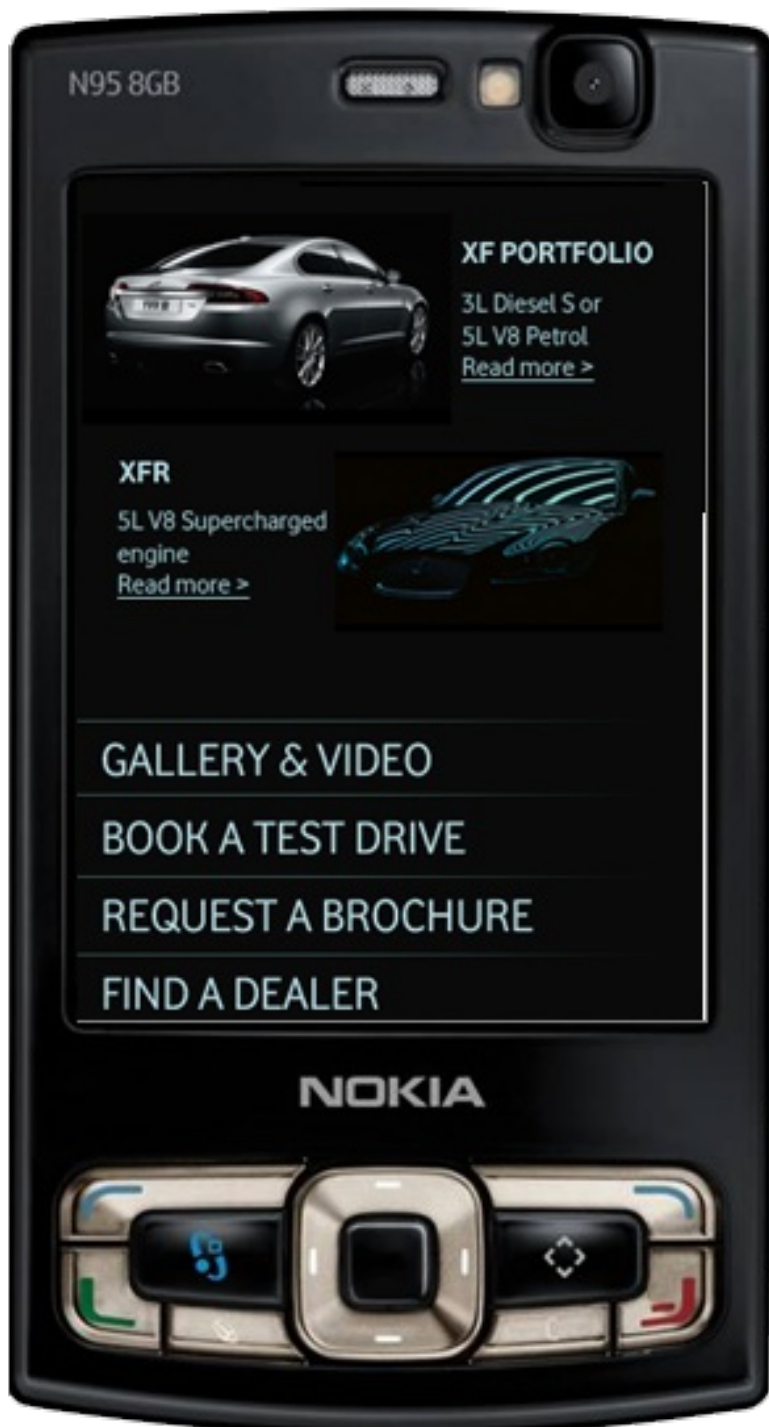
The ads each lead to a landing page with additional information about the XF line that was optimized to run cross-platform.

The mobile site loaded to a larger image of the vehicle, alongside the same ad copy used in the mobile banners and base-price information.

Consumers could scroll down to find information and images for the four models from the XF line: the XF Luxury, the XF Premium Luxury, the XF Portfolio and the XFR.

Each individual model's page includes a basic overview of the vehicle and specific details about design, optional equipment, and exterior and interior choices.

In addition, each page included links to more content, such as a photo and video gallery, a dealer locator and screens where consumers can request vehicle brochures and schedule test drives.



*Jaguar XF landing page*

The test drive page enabled visitors to either click to call a Jaguar representative or enter their full name and mobile number to set up a test drive via SMS. Users can also opt-in for updates from the brand.

“Mobile is not just about making calls or sending texts,” Mr. Denny said. “Mobile is a critical access point for email, social networks, browsing the Internet, watching video and instant messaging.

“As we continue on a trajectory [emphasizing] accessibility, content and a need to be connected, there is much more work to be done,” he said. “We must continue to deliver on consumer expectations and provide the experience that they deserve, regardless of handset manufacturer, carrier or operating system – just as Jaguar did on the XF campaign.”

Final Take

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