



2016 APAC Effie® Awards Gold

“Love from Land Rover”

Category: Brand Experience
Brand/ Client: Land Rover New Zealand
Lead Agency: Y&R New Zealand

Market Background

The Land Rover Defender competitive set of large SUV's* had seen sales decline over four of the last five years. Across the campaign period (Feb – Jul 15) sales within this category were down a further -24%** verses the same period last year. The reason for this decline can be put down to the ultra competitive nature of the SUV category as more and more marques have entered with 'soft all roaders', SUV's that drive like cars.

*Competitive set defined by Land Rover New Zealand as; Toyota Land Cruiser, Jeep Grand Cherokee, Mitsubishi Pagero, Toyota FJ, Mercedes Benz G, Nissan Patrol

** Source: New Zealand Motor Institute Association new vehicle sales data

State of Brand's Business

The Land Rover Defender had been a niche model which had averaged just 51 units* per year over the last five years. In 2014, Defender had a market share of 4.1%*. From a marketing point of view Land Rover had not had any locally themed campaigns since the 2011 Rugby World Cup, which it was a sponsor.

*Source: New Zealand Motor Institute Association new vehicle sales data

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Strategic Challenge

(1) To make Kiwi men aware that this was their last chance to purchase a piece of Land Rover history, creating an emotional urgency to act.

(2) Have the local New Zealand and global media report on the final production year of the Land Rover Defender without any paid for support.

Objectives

With a modest budget our goal was to create a unique brand experience for a targeted few that would form a branded content piece that would A) Appeal to a broad audience outside of the usual Land Rover target audience, B) Spread on social media and be talked about by mainstream media C) Create an urgency to purchase the 2015 model year Land Rover Defender.

Communication objectives:

<u>New Zealand goals</u>	<u>2015 objective</u>	<u>2015 actual:</u>
Campaign Reach:	1,000,000	
Views of 3min branded content:	200,000	
Engagement rate (shares, likes, comments)	8%	
Cost per view	\$0.60	
Grow fans of Land Rover NZ Facebook page	+10%	
Global views of 3min branded content:	1,000,000	

PR / earned media

New Zealand, 5 pieces earned media content
Global, 2 piece of earned media content

Sales:

2014 sales: 48 vehicles 2015 objective: 64 (+33%) **2015 actual:**

Market share:

2014 market share: 4.1% 2015 objective: 5.5% (+33%) **2015 actual:**

Sources: Comms objectives Facebook / YouTube analytics, PR: Campbell+Co PR tracking.
Sales & market share, New Zealand Motor Institute Association new vehicle sales data. Brand metrics: Colmar Brunton brand tacking 2015

Insight

Consumer insight: The car from their youth holds a special place in men's hearts

Brand insight: Leverage the love of past Land Rover Defenders to inspire desire for the 2015 model

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Cultural insight: Men play second fiddle on Valentine's Day, brands think of them only as the giver of gifts

The Big Idea

The greatest Valentine's Day gift ever – reuniting four Kiwi blokes with their lost love.

Bringing the Idea to Life

Our communications strategy: Use traditional media to target four Kiwi blokes, in order to create content that would resonate with millions. Tying their lost love and Valentine's Day together. Connecting with our male audience at an opportune time of year and providing a hook for local and international media to talk about our campaign.

Pick up & Restoration: The journey began when we happened upon an online auction - four old mates were reluctantly selling their first love, a disrepaired 1957 Series One, "The Landy". The auction post read like a regretful break-up letter: *"This is a painful letter to write", "It's not you it's us", "We must now say goodbye"*.

So we bought the vehicle for \$US1000 via an improvised account and set about restoring the 58 year old vehicle in secret.

Returning the Landy with personalised content – using traditional media with target audience of four

One of 45' TVC: We needed to give The Landy back in a unique fashion so we created a TVC just for the four guys that showed off of the newly refurbished Landy. Using the cues of modern day car commercials, feature close ups, high speed driving shots for a vehicle born 57 years ago. With multiple hidden cameras positioned in their lounge it created quite a stir when they saw their Landy refurbished on TV. The TVC finished with *"Claire (one of their wives) has the keys"* only then did it finally dawn on them that their lost love was back and in the garage.

Newspapers: Every Valentines Day present needs a card and ours was a full-page ad in The New Zealand Herald aimed at our four Kiwi blokes directing the broader public to go to the Land Rover Facebook page to find out more.

Amplification

Video content: A 3-minute piece of content was created which told the entire story from pick up to triumphant reunion. This hero piece lived on the Land Rover New Zealand Facebook page and YouTube channel and was seeded across various video networks on Valentine's Day.

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PR partnership: During the restoration process we worked closely with New Zealand's leading current affair show 7 Sharp to document the journey. They were there to film and interview the lucky "new" owners. The resulting 5 ½ minute story played out during prime time TV the night before Valentine's Day. NB, this activity was not paid for.

Cinema: The 'Love from Land Rover' content played before romantically themed movies. A welcome respite for those Kiwi guys dragged along to the likes of 50 Shades of Grey.

Land Rover ambassador: On Valentine's Day Dan Carter tweeted to his half a million followers, pointing out that these four blokes were getting the ultimate present when he only received new socks.

Magazines: A feature piece on the 'Love from Land Rover' campaign has featured in One Life Magazine. A quarterly print publication that is sent to 500k Land Rovers owners around the world.

Land Rover global Facebook pages: The global Land Rover marketing community picked up the 'Love from Land Rover' campaign, which we had translated into four languages. 15 different markets including the UK, US, Germany, France, Japan, South Africa and Spain picked up the content.

Communication Touch Points

TV	Interactive/Online	<input type="checkbox"/> Packaging
<input checked="" type="checkbox"/> Spots	<input type="checkbox"/> Display Ads	<input type="checkbox"/> Product Design
<input type="checkbox"/> Branded Content	<input type="checkbox"/> Brand Website/Microsite	<input type="checkbox"/> Trade Shows
<input type="checkbox"/> Sponsorship	<input type="checkbox"/> Mobile/Tablet Optimised Website	<input type="checkbox"/> Sponsorship
<input type="checkbox"/> Product Placement	<input checked="" type="checkbox"/> Digital Video	Retail Experience
<input type="checkbox"/> Interactive TV / Video on Demand	<input type="checkbox"/> Video Skins/Bugs	<input type="checkbox"/> POP
Radio	<input type="checkbox"/> Podcasts	<input type="checkbox"/> In-Store Video
<input type="checkbox"/> Spots	<input type="checkbox"/> Gaming	<input type="checkbox"/> In-Store Merchandising
<input type="checkbox"/> Merchandizing	<input type="checkbox"/> Contests	<input type="checkbox"/> Retailtainment
<input type="checkbox"/> Programme/Content	<input type="checkbox"/> Geo-based Ads	<input type="checkbox"/> Store within a Store
Print	<input type="checkbox"/> Other	<input type="checkbox"/> Pharmacy
<input type="checkbox"/> Trade/Professional	<input checked="" type="checkbox"/> Social Media	<input type="checkbox"/> Other
<input checked="" type="checkbox"/> Newspaper – Print	<input type="checkbox"/> Mobile/Tablet	<input type="checkbox"/> Sales Promotion

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<input type="checkbox"/> Newspaper - Digital	<input type="checkbox"/> App	Professional Engagement
<input checked="" type="checkbox"/> Magazine - Print	<input type="checkbox"/> In-App or In-Game Ad	<input type="checkbox"/> In-Office
<input type="checkbox"/> Magazine - Digital	<input type="checkbox"/> Messaging / Editorial / Content	<input type="checkbox"/> Congresses
<input type="checkbox"/> Custom Publication	<input type="checkbox"/> Display Ad	<input type="checkbox"/> Detail/E-Detail/Interactive Visual Aids (IVAs)
Direct	<input type="checkbox"/> Location-based Communications / Real Time Marketing	<input type="checkbox"/> Closed Loop Marketing (CLM)
<input type="checkbox"/> Mail	<input type="checkbox"/> Other	<input type="checkbox"/> Continuing Engagement
<input type="checkbox"/> Email	Consumer Involvement / User Generated	<input type="checkbox"/> Informational/ Documentary Video
<input checked="" type="checkbox"/> PR	<input checked="" type="checkbox"/> WOM	Point of Care (POC)
Guerrilla	<input type="checkbox"/> Consumer Generated	<input type="checkbox"/> Wallboards
<input type="checkbox"/> Street Teams	<input checked="" type="checkbox"/> Viral	<input type="checkbox"/> Video (HAN, Accent Health)
<input type="checkbox"/> Tagging	OOH	<input type="checkbox"/> Brochures
<input type="checkbox"/> Wraps	<input type="checkbox"/> Airport	<input type="checkbox"/> Cover wraps
<input type="checkbox"/> Buzz Marketing	<input type="checkbox"/> Transit	<input type="checkbox"/> Electronic Check-In
<input type="checkbox"/> Ambient Media	<input type="checkbox"/> Billboard	<input type="checkbox"/> Other
<input type="checkbox"/> Sampling/Trial	<input type="checkbox"/> Place Based	<input type="checkbox"/> Internal Marketing
<input type="checkbox"/> Events	<input type="checkbox"/> Other	<input type="checkbox"/> Other
<input type="checkbox"/> Cinema	<input checked="" type="checkbox"/> Branded Content	
<input type="checkbox"/> Ecommerce	<input type="checkbox"/> Search Engine Marketing (SEM/SEO)	

Paid Media Expenditures

\$US65k

Current Year:		Year Prior:	
<input type="checkbox"/> Not Applicable		<input type="checkbox"/> Not Applicable	
<input checked="" type="checkbox"/> Under \$100K	<input type="checkbox"/> \$1M - under \$5M	<input checked="" type="checkbox"/> Under \$100K	<input type="checkbox"/> \$1M - under \$5M
<input type="checkbox"/> \$100K - under \$250K	<input type="checkbox"/> \$5M - under \$10M	<input type="checkbox"/> \$100K - under \$250K	<input type="checkbox"/> \$5M - under \$10M
<input type="checkbox"/> \$250K - under \$500K	<input type="checkbox"/> \$10M - under \$20M	<input type="checkbox"/> \$250K - under \$500K	<input type="checkbox"/> \$10M - under \$20M
<input type="checkbox"/> \$500K - under \$1M	<input type="checkbox"/> \$20M and over	<input type="checkbox"/> \$500K - under \$1M	<input type="checkbox"/> \$20M and over

Compared to other competitors in this category, this budget is:

Less About the same More Not Applicable

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Compared to overall spend on the brand in prior year, the budget this year is:

Less About the same More Not Applicable

The campaign had a total budget of \$US185k including, media, production and the restoration of The Landy.

Owned Media and Sponsorship

Along with a seeding strategy the 3-minute content video was distributed via Land Rover Facebook pages. A feature on the campaign also appeared in the Land Rover magazine One Life.

Other Marketing Components

<input checked="" type="checkbox"/> None	<input type="checkbox"/> Leveraging Distribution
<input type="checkbox"/> Couponing	<input type="checkbox"/> Other marketing for the brand, running at the same time this effort
<input type="checkbox"/> CRM/Loyalty Programmes	<input type="checkbox"/> Pricing Changes
<input type="checkbox"/> Giveaways/Sampling	<input type="checkbox"/> Other

Results

Reaction from the sales lot: *"This is a remarkable story which really portrays the passion New Zealand Land Rover owners have for their vehicles. With 2015 being the last chance to purchase a new Land Rover Defender we required a clever platform to communicate this milestone and what better way than breathing new life into an old Series I Land Rover so four spirited friends could keep exploring. Not only has this campaign reignited love and life back into so many of our old vehicles across New Zealand, the new vehicle sales of the 2015 Defender has been a resounding success"*

Helen Sunley. Jaguar Land Rover New Zealand National Sales Manager

Communication objectives:

	<u>2015 objective</u>	<u>2015 actual</u>
Campaign Reach:	1,000,000	1,559,002 (+56%)
Views of 3min branded content:	200,000	279,040 (+40%)
Engagement rate (shares, likes, comments) (3,130 shares, 290 comments, 3,130 likes)	8%	14% (+75%)
Cost per view	\$0.60	\$0.08 (-87%)
Grow fans of Land Rover NZ Facebook page	+10%	+25% (+150%)
Global views of 3min branded content: (124k shares, 62k comments, 68k likes)	1,000,000	6,731,288 (+573%)

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PR / earned media: Objective - 5 pieces of local earned media content. Global, 2 piece of earned media content

All five of New Zealand's biggest newspapers covered the story in both their print and online editions, it also featured in 12 other news sites including a 5 ½ min feature on New Zealand's most popular television current affairs show, 7 Sharp. All up, the New Zealand earned media had a value of \$US104k.

Globally, the campaign was picked up by key media news sites (too many to mention here), including Top Gear, Mashable, The Daily Mail and numerous other Land Rover enthusiast sites around the globe

Sales: (Campaign period (Feb – Jul)

2014 sales: 48 vehicles

2015 objective: 64 (+33% vs 2014)

2015 actual: 100 (+56% vs target)

Land Rover 2015 Sales: The 100, 2015 model year Defenders sold within the campaign period represented 90% of the full 2015 year target of 110.

Market share:

2014 market share: 4.1%

2015 objective: 5.5% (+33% vs 2014)

2015 actual: 11.4%

Sources: Comms objectives Facebook / You Tube analytics, PR: Campbell+Co tracking. Sales & market share, New Zealand Motor Institute Association new vehicle sales data. Brand metrics: Colmar Brunton brand tracking 2015

The Love from Land Rover campaign was a business success on two key fronts, in the short term it tangibly delivered business results in a cost effective manner. In the long term it recruited a new set of customers to the brand who we expect to purchase within the marque again.

Other Factors that Drove Results

Pricing: There were no other marketing efforts that contributed to the success of the 'Love from Land Rover' campaign. Pricing of new model Defenders has remained constant over the last 3 years.

Total new vehicle sales by month: It might be argued that there was natural demand in February as New Zealanders go back to work after summer holidays. But it's actually January that was the 2nd biggest sales month of the year to date and February was 5th. Proving that Defender sales bucked the category trend by significantly increasing market demand in the weaker months of February and March.

Total new passenger vehicle sales. Source Motor Industry Association

	JAN	FEB	MAR	APR	MAY	JUN	JUL
SALES	9010	7057	8075	6373	6843	9021	7272
RANK	2	5	3	7	6	1	4

Country Case Ran In

New Zealand

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