

# Jaguar announces new global marketing campaign

Jaguar has announced a new future-looking global marketing and brand strategy that will add fresh impetus to its evolving product-led revitalisation programme. Simultaneous with the unveiling of a new Jaguar logo and corporate identity, the launch of an innovative marketing campaign aims to increase awareness of the brand amongst a new audience in line with the marque's ambitious future plans.



The new Jaguar global marketing campaign is the result of collaboration with SPARK44, the international communications agency that is part-owned by Jaguar Land Rover, and will feature print, television, outdoor and digital advertising. In addition, a programme based around experiential assets will offer consumers a contemporary opportunity to learn more about both the Jaguar brand and its products. Deliberately provocative, the campaign is designed to capitalise on the existing emotional pull of Jaguar's cars and challenges consumers to answer: 'How alive are you?'

## Time to re-energise the brand

"Jaguar's current range already represents an enviable combination of luxury, innovation and seductive performance, and we're working hard to build on those existing strengths by developing exciting new models and derivatives. As that product-led revitalisation continues, now is also the perfect time to re-energise the Jaguar brand, both to underline how ambitious we are, and to reach a new and enlightened customer base that is rightly demanding of the cars it buys," said global brand director of Jaguar, Adrian Hallmark.

The basis for the new strategy is the marque's existing product range - the sporting XK, and the XF and XJ saloons. Each combines a stunning exterior form with luxurious, contemporary interior design that's the result of the talented team led by Design Director Ian Callum. These aesthetic qualities, complemented by technologically advanced engineering under the skin, including all-aluminium construction for the XK and XJ and an ultra fuel-efficient 2.2-litre diesel in the XF, has made each of these Jaguars multi-award winners in their segments.

## Agency will have greater corporate insight

SPARK44 operates via four main hubs - London, Frankfurt, Los Angeles and Shanghai with two service offices in Dubai and Moscow. Jointly owned by its senior management and Jaguar Land Rover, SPARK44's creation was a direct result of Jaguar's unprecedented product-development programme which demanded a more dedicated agency approach. While having the same degree of autonomy as any agency, SPARK44's partnership with Jaguar affords it greater corporate insight, and with it both increased agility and responsibility, than would be the case in a traditional client/agency relationship.

The Jaguar Alive campaign, including the new machines TV commercial will be available at <http://www.jaguar.com> from Monday, 27 February 2012.

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