

# LAND ROVER OUTSPIRATION HUNT



ABOVE & BEYOND

## 01

### THE BRIEF

LAND ROVER HAD NOT COMMUNICATED ITS BRAND PURPOSE 'HELP PEOPLE MAKE MORE OF THEIR WORLD' FOR FIVE YEARS AND IT WAS TAKING ITS TOLL ON THE BRAND'S HEALTH. PEOPLE WERE INCREASINGLY UNCLEAR ABOUT WHAT LAND ROVER STOOD FOR AND BRAND LOVE WAS STARTING TO WANE.

We needed communication to re-educate people about the purpose in a way that was not only meaningful to the audience but would also rebuild brand love.

## 02

### THE STRATEGY

RESEARCH SHOWED PEOPLE NEED AT LEAST TWO HOURS A WEEK IN NATURE FOR THEIR WELLBEING, BUT 40% OF UK WORKING ADULTS MISSED OUT. TO SOLVE THIS PROBLEM, LAND ROVER SET OUT TO BECOME THE OFFICIAL SPONSOR OF THE GREAT OUTDOORS.

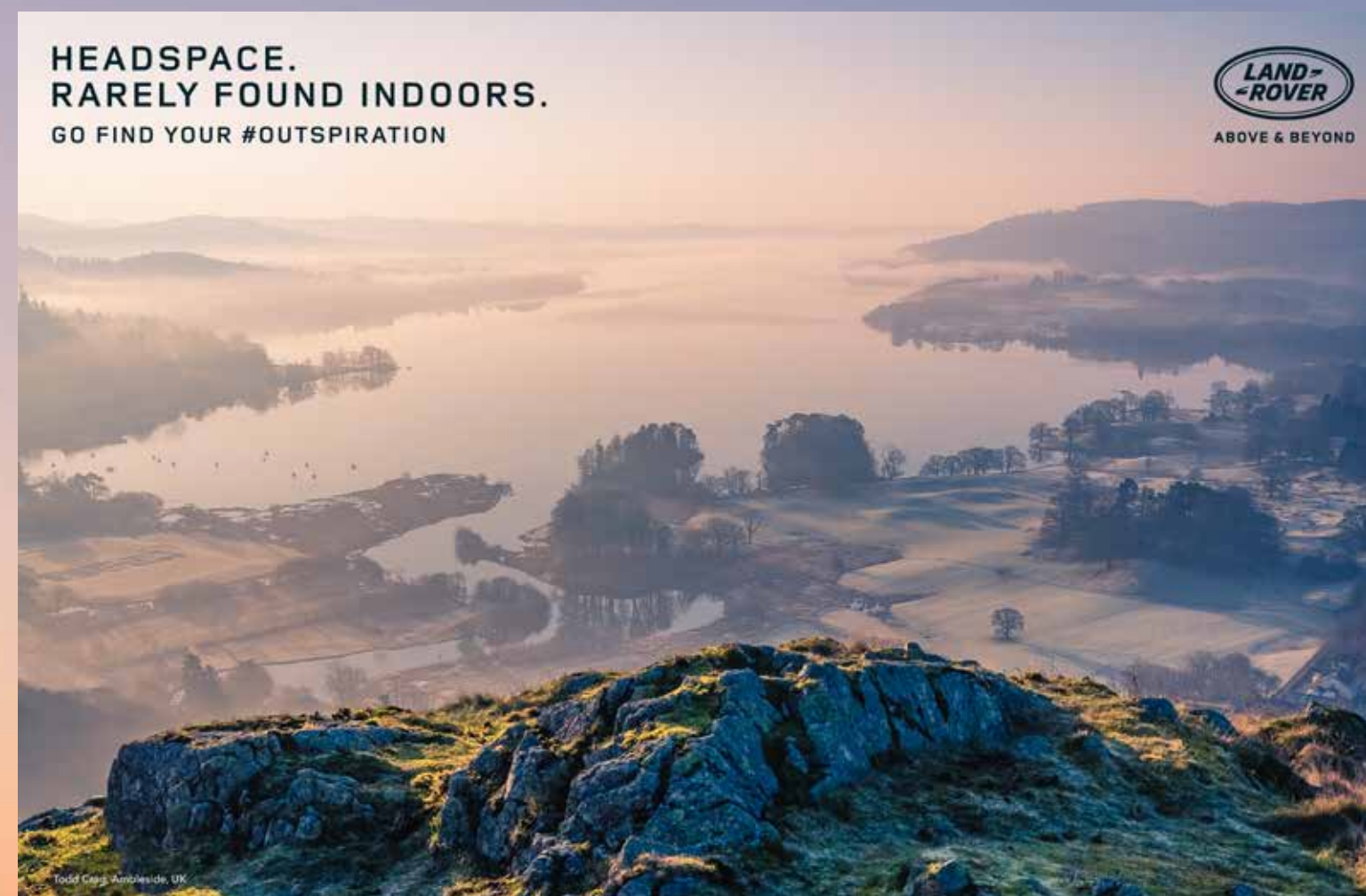
40% of UK workers were spending less than 15 minutes a day outside. As an authentic enabler brand with highly capable vehicles designed to get people wherever they want to go, we were perfectly placed to solve it. This gave us our strategic platform: To be the Official Sponsor of the Great Outdoors, not only educating people about the need to get their 2-a-week outside, but actively enabling them to do so.

## 03

### THE CREATIVE

WE WANTED TO TAKE ADVANTAGE OF THE LOOSENING OF THE GOVERNMENT'S PANDEMIC RESTRICTIONS IN JUNE 2021, WITH A DIGITAL-BASED ACTIVATION, THE ENABLEMENT PHASE OF A WIDER PAID, OWNED AND EARNED CAMPAIGN AIMED AT EDUCATING PEOPLE ABOUT THE NEED TO GET THEIR 2-A-WEEK OUTSIDE. TO BE MORE MEANINGFUL THAN OTHER BRANDS, WE DIDN'T JUST WANT TO GET PEOPLE OUTDOORS, WE WANTED TO INSPIRE THEM WITH NATURE, ENOUGH TO TURN AN OCCASIONAL BEHAVIOUR INTO A HABIT.

Our creative idea sprung from this: To be the brand that helps you 'find your #Outspiration' - drawing inspiration from the Great Outdoors.



## 04

### THE EXECUTION

WE LAUNCHED A NATIONAL CAMPAIGN ACROSS PAID, OWNED AND EARNED USING THE CAMPAIGN PLATFORM 'FIND YOUR #OUTSPIRATION'. WE THEN DEPLOYED A DIGITALLY-ENABLED REAL WORLD TREASURE HUNT UTILISING LANDMRK EXPERIENTIAL MOBILE PHONE TECHNOLOGY, TO INSPIRE EVERYONE TO GET THEIR 2-A-WEEK OUTSIDE AND TRACK DOWN REWARDS AND PRIZES IN THE REAL WORLD.

We curated hundreds of inspiring places around the UK on an interactive Outspiration Map housed on our campaign hub page.

## 05

### THE RESULTS

EVEN WITH RELATIVELY LOW SPEND, THE CAMPAIGN WAS A STORMING SUCCESS. OUR OVERALL GOAL OF 'BRAND LIKE/LOVE' ROCKETED FROM 36% TO 39% PRE - TO POST. THOSE WHO SAW THE OOH CAMPAIGN HAD A +19% INCREASE IN BRAND LOVE. BRAND ENGAGEMENT ALSO INCREASED +30%. THE OVERALL CAMPAIGN GENERATED A WHOPPING 15,949 VISITORS TO OUR MAIN OUTSPIRATION.COM HUB AND 7,040 PARTICIPANTS IN THE OUTSPIRATION HUNT GAME.

Crucially, the competition itself helped us to get the nation outside. There was deep engagement, with the top badge collector visiting 20 different places of Outspiration on our map.

7,040 PARTICIPANTS

161 WINNERS

362,578 IMPRESSIONS

+3% pp

BRAND LOVE INCREASE

