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Challenge

Create a completely revitalized digital experience to reflect "the new Jaguar" – one which not only presented information about the car, but became a platform for ongoing engagement as people moved from prospects, to test drivers, to owners and eventually to advocates.

Solution

Premium, Personalized, Portable - The key insights driving the new site design were that this was not only an automotive brand but a luxury brand. The site sits at the heart of Jaguar's global communication activities and forms the hub for all Jaguar-related content and interactive applications helping prospects and owners get the most from their Jaguar.

Results

- ★ Global site with over 400 pages, 1000 images and nearly 50 videos.
- ★ Average time on site increased by one minute per visitor Markets can add site content in 20-30 minutes from approval

