

Get On Your Way - Speculative Campaign

2020 Range Rover Sport



ABOVE & BEYOND



Created by Christian Torrado

| Campaign Background & Strategy

Background

This speculative campaign is for the 2020 Range Rover Sport, a mid-size luxury SUV produced by Land Rover. Range Rover's competitors include other luxury SUV manufacturers, such as Mercedes Benz and BMW, but the Range Rover is known amongst automobile enthusiasts not just for its luxury status but also for its off-road capabilities, something which I wanted to focus on for this campaign.

Strategy

The "Get On Your Way" campaign focuses mainly on the experience of driving a Range Rover Sport while highlighting its technical features. In a refined and clever tone, the campaign portrays the vehicle reaching some of the most beautiful, yet physically daring, natural landmarks in the United States that no other luxury vehicle could overcome. It incorporates quotes from Dr. Seuss's book "Oh, the places you'll go!", to further highlight in a clever and memorable way the sense of journey one can experience in a Range Rover Sport.

Print Advertisements



Print advertisements echo the message of the campaign by depicting well-known natural landmarks in the US seen from the interior of the Range Rover Sport. The body copy provides technical information about the vehicle that is relevant to each environment featured in the illustration. The ending phrase repeated in each print ad is also the final line in Dr. Seuss's "Oh, The Places You'll Go" and provides consistency between each of the print ads as well as the video spot.

Oh, The Places You'll Go In Your 2020 Range Rover Sport



Death Valley National Park - California, USA

Temperatures in Death Valley, California can reach over 120 degrees Fahrenheit. Luckily, you won't have to feel the heat.

Introducing the 2020 Range Rover Sport. Cabin and seat temperature are all conveniently controlled from the 10" dual-touchscreen Touch Pro Duo. You can even precool or preheat your Range Rover Sport remotely from your smartphone or other smart technology to ensure comfort from the instant you step in. And for the driest of environments, our Terrain Response system features a special vehicle mode specifically tailored for sand, giving you more traction and providing you the power to overcome any dune that crosses your path.

So, get on your way.

Visit www.landroverusa.com to configure your Range Rover Sport today.



Oh, The Places You'll Go In Your 2020 Range Rover Sport



Denali National Park and Preserve - Alaska, USA

For much of history, the best way to navigate the treacherous terrain of the Alaskan wilderness was by sled dogs. **Not anymore.**

Introducing the 2020 Range Rover Sport. All-wheel drive and Electronic Air Suspension ensure that you can tackle the most daring alpine terrains. We also want to make sure that wherever you go, you go in comfort. That's why Adaptive Dynamics monitors your vehicle's movements up to 500 times per second, giving you greater control and stability on your journey. Range Rover's Terrain Response system even has a special vehicle mode configured for grass, gravel, and snow as well as an optional Rock Crawl mode, giving you the power to tame even the most rugged environments.

So, get on your way.

Visit www.landroverusa.com to configure your Range Rover Sport today.



Oh, The Places You'll Go In Your 2020 Range Rover Sport



Waimea Valley - Hawaii, USA

Hawaii's tropical rainforests are some of the wettest environments on earth with some areas receiving more than 400 inches of rain every year. Fortunately, you'll stay dry in the utmost comfort.

Introducing the 2020 Range Rover Sport. Our Terrain Response system has a special vehicle mode specifically designed for mud and ruts and our carefully crafted Traction Control technology designates power to the wheels with the most traction, giving you control in the most soiled environments. And even in the scenario you do get stuck in the mud, you can engage the Low Traction Launch mode to get you back on your way. Rivers and streams are also not a problem, as Range Rover's wading technology enables the vehicle to pass through depths up to 33 inches deep while keeping you and the cabin perfectly dry.

So, get on your way.

Visit www.landroverusa.com to configure your Range Rover Sport today.



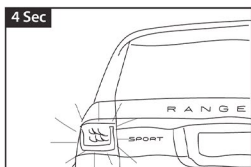
Video Storyboard



The video spot visually portrays the journey one can experience with a Range Rover Sport. The experience of this journey is enforced by the voice over which consists entirely of quotes from "Oh, The Places You'll Go!" as the visuals depict the vehicle as it ventures from a busy city to a breathtaking sunrise in the mountains.

60 Second Spot

Image



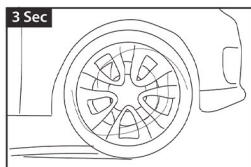
4 Sec

Video

Close-up shot of the rear of the parked vehicle at night. "Sport" is seen labeled and tail light illuminates the darkness as vehicle is turned on.

Audio

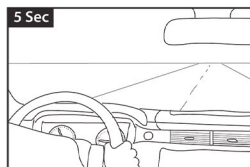
Music starts slowly.
SFX: Start of the engine is heard.



3 Sec

Cut to CU of front wheel as it begins to spin and vehicle moves forward.

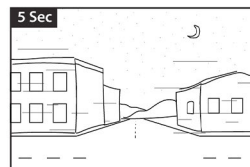
Music slowly builds.
SFX: Engine noise increases as vehicle begins moving.



5 Sec

Cut to CU of hand on steering wheel as driver gently steers the vehicle.

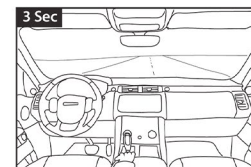
Music softens.
SFX: Engine noise dissipates.
Female VO: "You can steer yourself any direction you choose."



5 Sec

Cut to multiple shots of passing streets at night seen from car window.

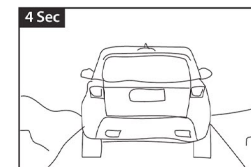
Music continues.
Female VO: "But you may not find any street you'll want to go down."



3 Sec

Cut to medium shot of interior of vehicle as driver's hand turns Terrain Response dial to "Grass, Gravel, and Snow" mode. 4x4i information is seen displayed on LCD touchscreen.

Music continues.
Female VO: "In that case..."

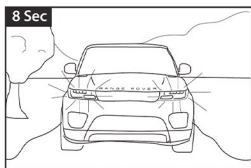


4 Sec

Cut to following shot of vehicle as it turns off paved road onto dirt road.

Music continues.
SFX: Engine and gravel noise heard as vehicle turns onto dirt road.
Female VO: "... you'll head straight out of town."

Image



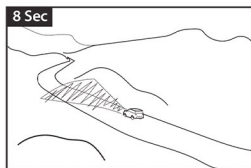
8 Sec

Video

Cut to full shot of front of vehicle as it continues to drive and accelerate down dirt road.

Audio

Music slowly builds.
SFX: Loud roar of engine is heard as vehicle accelerates.
Female VO: "You won't lag behind, because you'll have the speed. You'll pass the whole gang and take the lead!"



8 Sec

Cut to aerial shot of dark valley where the vehicle is seen driving. Headlights illuminate the dark landscape ahead of vehicle.

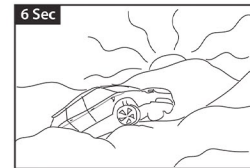
Music continues to build.
SFX: Engine noise heard in distance.
Female VO: "You'll come to a place where the streets are not marked. Some windows are lighted but mostly they're dark."



3 Sec

Cut to medium shot of interior of vehicle as driver's hand turns Terrain Response dial to "Rock Crawl" mode. Landscape looks brighter as sun begins to rise.

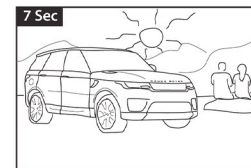
Music continues to build.



6 Sec

Cut to full shot of vehicle as it slowly ascends rocky terrain with sunrise further brightening the landscape.

Music culminates.
SFX: Light engine rumble and gravel noise is heard.
Female VO: "You're off to great places, today is your day. Your mountain is waiting..."



7 Sec

Cut to full shot of vehicle parked on side of cliff. Man and women seen from back outside of vehicle as they watch the sunrise over the mountains.

Music fades.
SFX: Birds chirping in distance.
Female VO: "...so get on your way."
English Male VO: "Introducing the all new 2020 Range Rover Sport."



4 Sec

Cut to shot of Land Rover logo and tagline on black background.

English Male VO: "Land Rover. Above and Beyond"