

WPPED CREAM 2008

DIRECT | WINNER | WUNDERMAN IRVINE
LAND ROVER LR3 | IN DEEP RED TAPE

Land Rover needed to boost the awareness of its flagship vehicle the LR3 during the 2008 New York International Auto Show. Paid media in and around the Javits Centre, the site of the Auto Show, was prohibitively expensive, or unavailable, due to earlier commitments made by competitors. The creative solution used guerilla and ambient media to attract and focus the attention of likely consumers, on the go-anywhere capability of Land Rover vehicles.

LR3 represents the pinnacle of Land Rover's legendary capability in a modern design. One of its most remarkable and advantageous features is its impressive wading depth. An LR3 can drive through 27.6 inches of standing water. By creating a red band at this exact height on building walls and on the muddied pants of street team members we illustrated the problem and introduced Land Rover's solution. Constant driving rain made it even better. Street team members supplied added details with a hand-out that unfolded to 27.6 inches, putting the message right in people's hands.

Created to run in conjunction with the New York Auto Show, this scene unfolded in several places around the city and outside the front entrance to the event hall, where the Auto Show was held. The client reported that the buzz in and around the Auto Show was well worth the effort and even attracted the attention of other media. This campaign was so successful that kits were developed for dealers to use in their showrooms and in other key metro markets.