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PRESS RELEASE

Jaguar dominates US mobile internet with heavyweight banner ad campaign

15 million banner ad impressions deliver 85,000 unique visitors to mobile internet site so far

LOS ANGELES - Jaguar Cars announces results from its mobile advertising campaign in the USA. The campaign drives traffic to its mobile internet site (WAPsite), created by Global Beach and built by Incentivated, which promotes the new luxury Jaguar XF.

The mobile advertising campaign appears on mobile internet sites including MSN.mobi, cars.mobi, Yahoo Mobile and admob.com. Since its launch in November to coincide with the XF unveiling at the Los Angeles motor show, the campaign has delivered over 15 million ad impressions across the mobile internet, delivering over 85,000 unique visitors to the Jaguar XF WAPsite, representing a Click Through Rate of 0.6%. Mobile banner ads are the only medium used to promote the WAPsite.

Global Beach, Jaguar's world-wide digital agency, designed the WAPsite for the US market, partnering with mobile specialist Incentivated for the build. The WAPsite (www.jaguarxf.mobi) provides a gallery of high quality images to promote the car's design, innovation and performance, including high and low resolution versions of XF videos. The site allows visitors to input their ZIP code in order to locate their nearest dealer and book a test drive, or to order a brochure. Visitors can also submit their email address in order to request a branded email newsletter, and can download wallpapers to their handsets.



THIS IS THE NEW JAGUAR

This is the XF. The fusion of a sports car and a luxury sedan. This is sporting luxury.

This is the new Jaguar.

DESIGN
INNOVATION
PERFORMANCE

GALLERY
LOCATE A DEALER
REQUEST A BROCHURE



Visit JaguarXF.com on your computer for more information

Copyright 2007 Jaguar Cars



THIS IS THE NEW JAGUAR

DESIGN

The XF is the first sporting sedan to deliver Jaguar's stunning new design language. The profile is unique - athletic and assertive, the dramatic lines of a coupé enveloping a spacious 5 passenger cabin. A striking Jaguar in a long line of beautiful, fast cars.

[VIEW DESIGN VISION VIDEO](#)

Closed course professional driver in all drive footage. Do not attempt.


INNOVATION
PERFORMANCE

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Please enter your email to confirm your request

PRIVACY POLICY

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Built by UK mobile agency Incentivated, the WAPsite uses detection software to ensure the content served to visitors' mobile browsers is dynamically optimized for each handset. As a result, the service automatically resizes the WAPsite for viewing on iPhones, smartphones, BlackBerrys, PDAs and over 2,000 other mobile devices in use across the USA. The campaign was large enough to warrant a dedicated iPhone mobile internet site, despite the views of some who claim regular websites look good enough for the small screen of an iPhone.



Since the campaign launch there have been over 12,000 videos and more than 16,000 wallpapers downloaded. For users who visited beyond the home-page, the average dwell time was 2 minutes, 12 seconds. 1.2% of users requested an email brochure by entering their email address into the WAPsite. 2.6% located their nearest dealer to arrange a test drive.

Commenting on the campaign, Rome Murphy, Interactive Marketing Manager at Jaguar North America said: “Jaguar is proud to translate our positive digital experiences with mobile marketing, and to deliver an engaging and rich brand experience for our technologically advanced customer base. We are particularly impressed with the user experience across a broad range of handset types.”

Robert Thurner, Commercial Director at Incentivated adds: “We applaud Jaguar for running a campaign which harnesses the mobile medium’s unique strengths in combining exceptional rich content with a response mechanic and location based services. Yielding a healthy ROI, the campaign demonstrates the exceptional value mobile marketing can deliver”.

Beth Bilock, Account Director at Global Beach commented: "Working on the XF WAPsite was exciting for our team – being able to provide a mobile marketing solution for Jaguar has introduced a new way for them to reach customers and prospects, yet remains consistent with all other interactive marketing activity. We look forward to expanding the campaign to feature other models."

ENDS

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Notes to Editors

Incentivated works with brands, the public sector and charities to help them communicate with customers instantly and easily via their mobile phones.

We develop and manage mobile marketing and advertising campaigns and services on local, national and international levels. We reach people in all corners of the world and in many languages, using text messaging, mobile internet and all other mobile data formats.

We believe the mobile phone is an intensely private medium. Respecting this principle, our campaigns provide information that consumers find useful and welcome.

Founded in 2001, Incentivated's fast growing client base includes British Airways, Central Office of Information, Halifax Bank of Scotland, Hilton Group, Macmillan Cancer Support, Mars, NHS, Pricewaterhouse Coopers, Scottish Power, Transport for London, Virgin and VisitBritain.

For more information please visit: <http://www.incentivated.com>

Global Beach – All things bright and digital

We create inspired interactive solutions for world leading brands. The people we work for trust us to listen and interact with their customers in creative and innovative ways.

Being an agency that specialises in all things digital, we generate great ideas that expand a brands understanding of the on-line world and the opportunities it offers.

What motivates us is seeing results.