

Jaguar XJ launched via 'luxury' mobile site

Business need

Building on the **success** of the 2009 mobile advertising campaign in creating **quality leads** for test drives that converted to efficient sales, Jaguar requested a **"luxury" mobile solution** for the launch of its **new XJ** model.



The solution

A **'best of breed' mobile internet site** to showcase the XJ and **generate leads** for test drives and sales.

The site is beautiful, innovative and creative, **designed for high-end phones** though compatible on all and among the first to start delivering a specific **Android** user experience to **complement the iPhone**.

The site allows prospective Jaguar owners to **register via their phones** for exclusive (mobile-first) updates and invitations to view the car before others. Registration also unlocks **exclusive content**.

The site is **fully integrated** with the traditional advertising campaign through an **SMS call to action**. This maximises tracked sales opportunities, with leads delivered into the central test drive database.

Results



View Jaguar's mobile site at: jaguar.mobi/xj