

# Case Study

## Land Rover - New Discovery Sport

Jaguar Land Rover is a company that brings together two much loved, highly prestigious British car brands. After Tata Motors acquired Jaguar and Land Rover from Ford in 2008, it merged the two marques into a single company and its success has flourished, with memorable vehicles and innovative technologies that add to a long-lasting legacy.

The New Discovery Sport is the first in a new generation of Land Rover SUV design. This is a modern, relevant and compelling vehicle, with its well-proportioned compact body and purposeful stance. Its distinctive silhouette and beautifully sculptured surfaces all combine to create a vehicle that truly connects on an emotional level.



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## Campaign Objectives



Drive purchase intent and brand recall for Land Rover in the MENA region.

Introduce the all new land rover Discovery Sport explorer along with its sophisticated features to the local market.

## Duration



1 Month

## Measurements



Click through Rates  
Post click engagement




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## Solution

AdFalcon served attractive call to action mobile ad placements which led to the special rich media execution. Once the users clicked on the expandable rich banner, users would then be presented with a full screen takeover of the banner containing various call to actions such as:

- Video TVC
- A 360 degree view of the vehicle's exterior
- Image gallery
- Learn more

## Measurements

 Total Number of impressions	<b>+94,000,000</b>
 Total CTR Achieved throughout the campaign	<b>0.95%</b>
 Average post click engagements	<b>30%</b>

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## Screenshots



Click here to view the ad



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## Screenshots

