

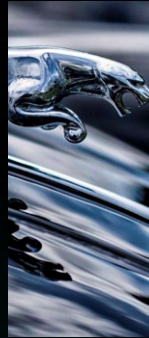
REPOSITIONING A LEGEND



While many know Jaguar as a British luxury car manufacturer, not everyone is aware that the marque has transformed itself with electric vehicles that are clean, green and yet still quintessentially Jaguar. BBC StoryWorks was tasked to help reposition this historic brand to target sophisticated drivers who seek performance, prestige and sustainability.

Challenging perceptions

With a brief to introduce affluent 'Progressive Re-inventors' in Singapore to the innovative Jaguar I-Pace, the team identified two territories: Establishing thought-leadership in electrification via content partnership / branded content, and demonstrating superior technology, engineering and design in ways that appealed to wealthy families.



Leading the charge

To communicate how electrification has redefined Jaguar, the team produced interview-led articles, a photo essay and a listicle. The articles alone received over **1.5m social media impressions**.



80% respondents would be proud to own a Jaguar after the campaign

Top performers were Myths and Facts, as well as Elegant Eco-consciousness (featuring Astrid Hill green residence). However, the longest dwell time was for the story of Esther An, recognised as a sustainability pioneer by the UN. After viewing the campaign, 80% of respondents said they would be proud to own a Jaguar.

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