

LAND ROVER

CASE STUDY

DIRECT MAIL

To ensure their adventure-loving drivers remain safe on their off-road excursions, Land Rover created an edible Survival Guide.

Land Rover is marketed as a brand that can take you anywhere, tackle any obstacle and inspire adventure. When they were looking to engage within the Dubai market, they focused on developing a campaign that stood out. With Land Rover, you'll experience an adventure, so a Survival Guide was produced.

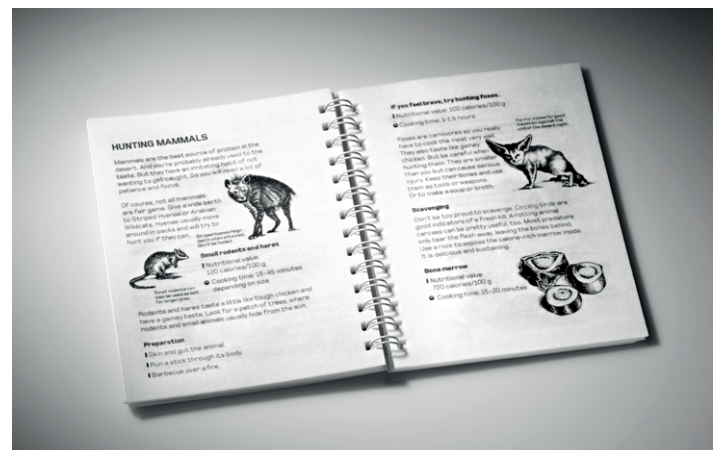
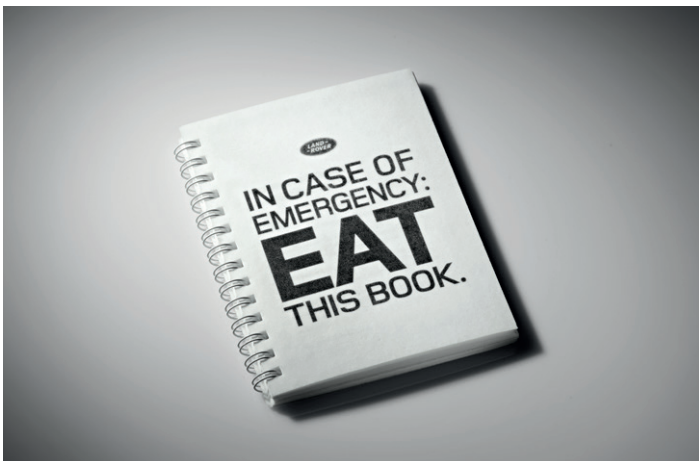
Land Rover's novel approach was to print the book on edible potato starch paper using a glycerine-based ink. The book provided the same nutritional value as a cheeseburger, affording enough calories to withstand the harsh desert environment for that little bit longer. More than this however, the book created excitement, intrigue and associated the possibility of adventure with the Land Rover brand.

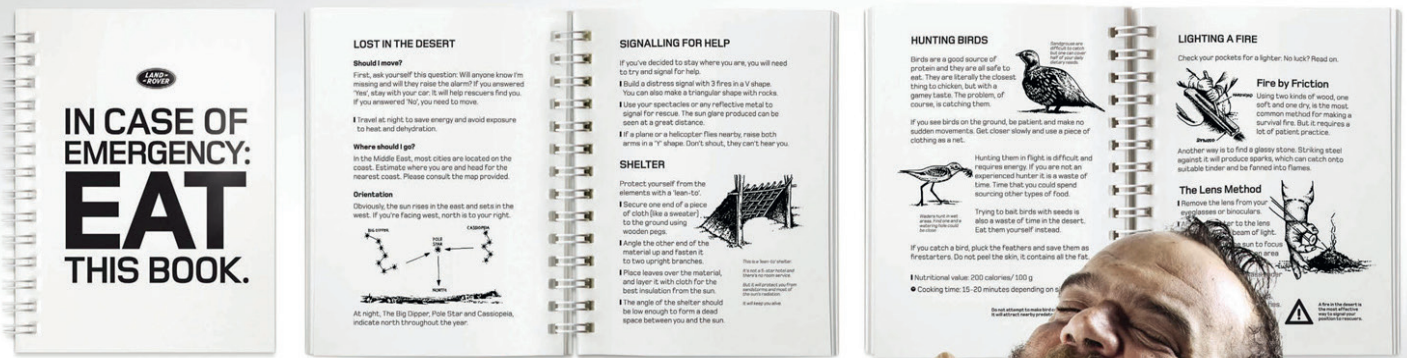
OBJECTIVE

The guide was created by agency Y&R Dubai to promote the classic adventurous spirit associated with Land Rover owners within the Middle Eastern market. The objective was to create something that people would want to keep by making it stand out from the crowd of competing promotional material.

METHODOLOGY

As well as being edible, the guide provided information on how to stay alive in the desert with tips on how to make shelter, find food, avoid sinkholes and navigate the 2.3 million-square kilometer desert. The book was coated in a reflective material, which could be used for signaling help, and the metal binding could be detached to cook food.





Land Rover Edible Survival Guide

The Arabian Desert is one of the most extreme environments known to man. There, even the most experienced driver can quickly succumb to the harshness of the desert.

To form a lasting connection between Land Rover and its target audience, we created a practical desert survival guide as a gateway to all Land Rover owners. This guide not only gives you extreme tips to stay alive in the desert but as a last resort, you can also eat it.

The survival guide is made out of edible paper and ink, its metal binding can be used as skewers, and its reflective packaging to signal for help.

As a result more than 5,000 Land Rover owners are now embracing their sense of adventure, and the campaign helped reinforce the brand's off-road capabilities in consumers' minds.



The book was sent via direct mail to 5,000 Land Rover customers and given away to new customers as a supplement to the owner's manual, and made freely available in sports shops.

RESULTS

The number of test-drives in the UAE increased by 37% and the Land Rover showroom in Dubai became the Regional Top Sales Dealer for Land Rover with sales up 40% compared to 2011 (printpower.eu).

“The novel approach fits well with the brand's ‘go anywhere’ ethos and we are investigating it for Australia”

Tim Krieger, Marketing and Public Affairs Manager at Land Rover Australia

Land Rover was so happy with the response it requested the guide to be inserted in a popular car magazine with a circulation of 70,000 readers.

The book rapidly disappeared from the shelves of sports shops and Land Rover showrooms across Dubai were filled with requests for copies of the new adventure must have.

CONCLUSION

The survival guide gained a huge amount of attention because of its novelty factor of being edible. However, the primary purpose of the promotional material was not to be eaten- it was to inspire adventure. The tangible, sensory experience that the Survival Guide offered was far more compelling than press advertising or TV and shows how powerful a media channel print can be when done with creativity and innovation.

