



Extend-iNG a brand

How the 'Land Rover Experience' became Land Rover's 5th Product Line



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From selling 4x4 vehicles to selling adventure

Land Rover has long been a manufacturer of premium 4x4 vehicles, but in so doing its brand has become synonymous with the people and the activities of the people who use them.

Now Land Rover is viewed not only as a brand associated with off-road vehicles but also a brand associated with adventure.



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Experience - the 5th product line

Land Rover now regards the Land Rover Experience as its 5th Product Line.

This product line:

- Has franchised off road driving schools around the globe
- Facilitates adventure holidays to places only people can go with Land Rovers
- Provides short and exciting experiences at its Adventures zones (e.g. Bluewater London)
- Has a range of branded adventure clothing and equipment for adults and children
- Supports environmental initiatives through environmental partnerships
- Is creating media impact with its innovative Land Rover G4 Challenge, which takes normal people from 16 countries around the world in an exciting adventure challenge.



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Internal Brand Passion

The Land Rover Experience is also responsible for creating internal brand passion. This has been delivered by the development of adventurous experiences for the brand deliverers.

All the production staff at the Solihull manufacturing facility were given an offroad experience, an undertaking that was equivalent to going round the world twice in 80 days.

‘TReK’ and the ‘Adventure Challenge’ are multi sport team challenges, for the franchise staff and employees respectively, which take place in the worlds most adventurous places.

While winning is an objective for most teams, all teams enjoy the experience, come away having learnt about the brand and themselves and having made energising connections with the brand and their fellow competitors that will last the test of time.



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It started with extrapolation

All this was only made possible by the initial extrapolation of the brand beyond simply designing manufacturing and selling four wheel drive vehicles. This required a change of brand mindset from a product driven approach to a customer driven approach – from ‘the best 4x4xfar’ to ‘the spirit of adventure’.

This transformation came about because the brand–iNG was firstly recognised and secondly there was a desire within the company to activate the brand. The brand was studied to understand what the brand–iNG could be and what that could create as opportunities, a strategy was created and approved and then resource put in place to deliver the strategy.



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Brand passion

The benefits of the experience approach are obvious, the outward facing activities - not only generate revenue and profit, but also a passion for the Land Rover brand with not only those vehicle customers that enjoy a Land Rover Experience, but also new customers who may not yet own a vehicle but that have

enjoyed an adventure facilitated by Land Rover, or a have bought into the adventure dream with a Gear purchase.

The inward facing elements – create an enthused workforce who understand teamwork, understand the products capabilities and live the brand.