

Land Rover puts flyers in the driving seat with Eye

THE DETAILS:

Eye created a bespoke special build campaign for Land Rover at Gatwick, Stansted and Manchester airports. The campaign utilised existing media to give passengers a sensory in-car experience through responsive, interactive content and directional sound. Digital six-sheets invited passersby to step on an actual Range Rover accelerator pedal using the call to action 'Push the pedal hear the engine'. Once activated, passengers were exposed to the immense roar of the SUV's powerful 5.0 litre Supercharged Engine through the attached sound dome above. This campaign is another great example of the airport environment providing high interaction rates and real flexibility for brands.

RESULTS:

- Dates 12th August – 13th September
- 9,500 unique interactions a week
- Campaign achieved a total of over 45,000 interactions
- Coverage on The Drum

TESTIMONIAL:

James Byard – Account Director Mindshare, adds:

"A fun and exciting campaign that's success can clearly be seen through 45,000 interactions in just over 4 weeks. Eye's flexible approach helped to create a bespoke, interactive campaign that combined digital media with a sound shower to fully immerse users in the power of the Range Rover Sport's powerful 5 litre engine."

KEY FACTS
Client: Land Rover
Campaign: Range Rover Sport
Location: Manchester, Gatwick & Stansted Airports
Target Market: Business travellers



London: +44 207 520 7419 | Manchester: +44 161 219 7700 | Belfast: +44 773 439 7341
Web: eyeairports.com | Twitter: @EyeAirports