



CASE STUDY

# Jaguar Land Rover's TV and Digital Campaign Goes Above and Beyond with dentsu X



# The Setup



Jaguar Land Rover wanted to capture driver's attention during two sales events, Jaguar's "Unwrap a Jaguar" and Land Rover's "Own the Adventure" across North America with dynamic video creatives showcasing the new models.



Jaguar Land Rover's agency, dentsu X, in partnership with VideoAmp, achieved a high performance campaign reaching in-market luxury vehicle shoppers across a TV and digital audience at the local DMA level, efficiently and effectively.

VideoAmp's discovery tools laid out inventory opportunities, behavioral attributes and an updated competitive set to reach Jaguar Land Rover's audience cross-screen while serving within premium full episode player (FEP) environments only.

This strategy yielded a more qualified audience of consideration-stage consumers, granular insights about the audience, and delivered 9 million unique users incremental reach to the total campaign.

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"VideoAmp's solution has proven essential in allowing our clients to increase incremental reach as an extension of linear TV."

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Ashley Cox  
Media Supervisor, Local Activation at dentsu X



# The Campaign

## Goals

**Identify** drivers in-market for a new luxury vehicle within the Jaguar Land Rover audience.

**Create** an immersive digital ad experience to complement TV advertising initiatives that resonates with the audience.

**Achieve** incremental reach and exceed VCR and viewability benchmarks.

## Approach

**Develop** advanced audience sets that combine TV exposure data with advanced digital data sets to identify Jaguar Land Rover intenders.

**Maximize** campaign reach at the local DMA level and control for frequency across TV and digital while exceeding performance KPIs.

**Measure** across TV and Digital to target and reach the same user across multiple devices and channels while managing the frequency of ad exposures at the unique user level.

## Results

9M

Incremental Unique Users Reached

31.4%

Video Completion Rate Increase

14.3%

Viewability Rate Increase

