

# Land Rover is the first automotive company to adopt interactive DVD technology for its consumer marketing

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Warwick: 30 November 2004 - Technology First:- Land Rover is the first automotive company to adopt interactive DVD technology for its consumer marketing

Land Rover is the first automotive company in the world to adopt two of the very latest interactive DVD technologies within a consumer focussed marketing and communications context.

The technologies, DVD-EXTRA and DVD [plus] have been rolled-into one double-sided DVD/CD-ROM to form part of a global trade and consumer communications campaign to support the launch of Land Rover's all-new Discovery 3.

The campaign was conceived and produced by digital communications agency Freestyle New Media Group, based in Warwick, working in collaboration with two Sheffield based project partners, software house ZOOtech, inventors of DVD-EXTRA and technical partners Quba New Media.

The innovative 'firsts' of this particular CD-ROM/DVD communications application are two-fold: the use of DVD-EXTRA provides a far superior interactive customer viewing experience on a standard set top DVD player, one that is 'lean-back' and immersive in a way not possible on the internet or basic CD-ROM and; the application of DVD [plus]. This has enabled both a CD-ROM and DVD presentation to be incorporated into one single piece of marketing collateral - the creation of a dual disc incorporating both DVD and CD-ROM, something which has not been done before.

Freestyle account director Brendon Gill said:

"In applying smart new technology like DVD-EXTRA and DVD [plus] for Land Rover we have created a sophisticated marketing tool that supports both the launch and ongoing marketing of the all-new Discovery 3.

"The technology has enabled us to generate and capture the wider audience appeal we wanted. The one disc, two format option allows us to present a range of different marketing material using DVD or CD-ROM or a combination of the two."

Customer prospects have the choice to pick the format that most suits the way they gather and absorb information. Crucially this technology increases the amount of time and the ways a customer can now interact with the all-new Discovery 3 – we are extending the brand reach into the heart of the home in a way not previously possible. "

Alan Cooper, partner Freestyle New Media Group added:

"Building the DVD/CD-ROM like this gives us greater creativity, flexibility and efficiency when

authoring and producing content. In Land Rover's case the challenge was to present a wide variety of marketing information in different formats so reaching and appealing to all-new Discovery 3's diverse demographic customer base.

"Customer prospects can interact with the brand in a relaxed armchair environment on the home DVD player. But if they want to look at other vehicle information they can install the CD-ROM and take in information with the more 'lean-forward' perspective.

"DVD-EXTRA allows us to break many of the creative and development barriers which have historically hindered the way we have built rich media and interactive solutions. A DVD is a unique marketing tool insofar as it can present high-resolution video content with the best sound quality through a viewing system with the sole purpose of delivering such media at its best.

"Until very recently the benefits of DVD were outweighed by the drawback of limited user interactivity. Freestyle, with its project partners, has overcome this by using DVD-EXTRA a development software. DVD can now provide the best of both worlds - high quality, impactful content with a level of interaction markedly similar to that of a CD-ROM." Ends. More/....

Editor's notes

More about the campaign

In brief the campaign comprises four different discs which are distributed to the trade and customer prospects at the critical points during the five-part customer purchase journey. The campaign was global and each of the four disks was produced in up to eight languages. Engagement with the Discovery 3 customer prospect begins during the customer's initial research phase with a 'teaser' DVD/CD disc that introduces and explains the new Discovery 3. The campaign culminates with the issue of a post-purchase DVD/CD-ROM 'Preview' disc which not only reinforces the thrill and excitement of owning a new Discovery 3 in a relaxed 'lean-back' DVD armchair entertainment environment, but also provides the customer with the opportunity to gain real familiarity and operational understanding of their new car using the instructional and 'lean-forward' CD-ROM information.

Freestyle New Media Group

Warwick-based Freestyle was established in 1996. One of the largest digital and new media agencies outside the Southeast and billings that make it the number one in the Midlands, Freestyle offers wide range of creative web-based and digital solutions that meet the complex commercial, communication and marketing needs of a wide range of organisations. Our solutions, which include a range of specialist e-business tools and advanced DVD and CD-ROMs, support business disciplines from HR and training through to brand awareness campaigns and corporate communications and a whole range of other marketing and communication initiatives.

ZOOtech

Headquartered in Sheffield, UK, ZOOtech, Ltd. is a wholly owned subsidiary of ZOO Digital Group, plc. ZOOtech develops, publishes and markets a DVD-Video production system for the creation of highly interactive DVD-Video discs by developers worldwide. During its development, DVD-EXTRA STUDIO was used by leading Hollywood studios and multimedia developers to create the new consumer category of interactive DVD. Universal Pictures, Ascent Media and LeapFrog are among the companies who have used the DVD-EXTRA STUDIO production system.

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