

BEGINNING

Range Rover faced a common challenge in the automotive industry: traditional test drives weren't creating meaningful brand connections. While the company had a history of organizing driving events, these experiences lacked opportunities for deeper brand engagement.

JOURNEY

We transformed the conventional test drive into an immersive brand experience with the Defender Experience programme.

The initiative featured four themed events—Forest, Mountain, Sea, and Farm—each designed to showcase the vehicle's versatility while fostering authentic connections with customers.

DESTINATION

Each journey was thoughtfully curated around a theme—it went beyond just driving.

Customers discovered new experiences and enjoyed activities they had never tried before.

+1 000 000 €

(TURNOVER)

9.5/10

(CUSTOMER SATISFACTION)

**SUCCESSFULLY TRANSFORMED
PRODUCT DEMONSTRATION INTO
MEMORABLE LIFESTYLE
EXPERIENCE**

(BRAND VALUE)

**CREATED DEEPER BRAND
CONNECTIONS THROUGH IMMERSIVE
EXPERIENCES**

(CUSTOMER ENGAGEMENT)

THE DEFENDER EXPERIENCE