

# Creative Brief

Jaguar (a car-ish company)

Version 9.3 - Fall 2024

Prepared For:

Jaguar Agency Team

Random Executives

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*\*I swear I had nothing to do with this actual campaign. Just this brief.*

## Internal Memo from the Executive Creative Director

Dear Team,

As we embark on the next phase of the Jaguar rebranding project, I want to share a few personal thoughts about what drives me—not just in this role, but as a creative in the larger design world. I've always wanted to leave a mark, to push boundaries, to redefine what's possible in art and branding. If I'm being honest, my dream was to work for a fast-fashion brand, something exciting, something fleeting, where creativity is disposable and the stakes are low. But life is strange, and somehow, here I am—at Jaguar, working on a legacy brand that frankly feels like a chain around my neck.

Legacy brands come with baggage—history, expectations, and that dreaded word: tradition. My goal with this campaign is to obliterate all of that. Jaguar isn't just getting a rebrand; it's getting a reckoning. I want to make sure that when we're done, the old Jaguar is unrecognizable. Confusion is the currency of art, and if people don't understand this campaign—if they're outraged, if they hate it, if they call it derivative—then we've succeeded. As one of my favorite artists once said (or maybe I made this up, who cares?): *"True innovation is misunderstood at birth and forgotten in the end."*

I have complete faith in the latest round of interns we've brought on for this project. They're fearless, unburdened by experience, and blissfully ignorant of Jaguar's heritage. This is exactly what we need to execute my vision. Most of the seasoned creatives have politely—or impolitely—declined to work under my leadership, which only reaffirms that we're on the right track. After all, why rely on history, legacy, or soul when we can create something so jarring, so disruptive, that people will talk about it for years out of sheer bewilderment?

Some might say this campaign is a copy—an homage, if you will—to iconic work that came before. To them, I say this: *"All great art is theft, but the best theft is unapologetic."* We're not here to respect tradition; we're here to blow it up and see what rises from the ashes.

Let's not just create a campaign—let's create chaos. Let's make art for the sake of art. Let's confuse people so profoundly that they have no choice but to think about what we've done. This isn't just about selling cars; it's about making a statement so bold that it ensures I'll never have to work on another legacy brand ever again.

Now, let's get to work. The world is watching, and if we do this right, they'll be scratching their heads and typing furiously on Twitter for weeks.

Best regards,

**Prof. Gerry McGovern OBE**

Executive Creative Director, Jaguar Rebranding Initiative

"Confusion is the highest form of clarity."

# Creative Brief: Jaguar Rebranding Campaign

## Background

Jaguar, once a storied symbol of automotive luxury and performance, is now embarking on a rebrand aimed at complete transformation—or perhaps annihilation—of its legacy. With the goal of positioning itself as an ultra-luxury electric vehicle brand, Jaguar seeks to confuse, alienate, and provoke its existing audience while making an all-in bet on a younger, less financially solvent demographic.

This campaign acknowledges that great brands sometimes survive chaos. Jaguar, however, will use this opportunity to test that theory by deliberately creating massive brand dissonance and public ire.

## Objectives

1. Reposition Jaguar as an avant-garde brand for affluent Gen Z consumers who may not yet have driver's licenses.
2. Generate polarizing responses across all demographics, sparking online outrage, ridicule, and memes.
3. Dismantle existing brand perceptions tied to legacy, craftsmanship, and performance.
4. Push the idea that Jaguar is no longer a “car company” but a nebulous lifestyle brand meant to confuse and provoke.

## Target Audience

- **Primary:** Young, trend-forward Gen Z consumers and millennial influencers who value aesthetics over substance and are generally disinterested in driving.
- **Secondary:** Current Jaguar owners, whom we fully expect to alienate, ensuring their shocked commentary fuels the campaign's virality.

## Brand Positioning

**Jaguar:** The brand that eats its own legacy for breakfast, disrupts expectations (and loyalty), and challenges norms by alienating everyone except art school graduates and TikTok influencers.

## Key Messages

1. *"Copy Nothing"* — We copied Apple's 1984 campaign, but it's fine because we say we didn't.
2. *"Delete Ordinary"* — Delete logic, too.
3. *"Break Moulds"* — Also, break hearts (especially long-time Jaguar enthusiasts).
4. *"Confusion as Strategy"* — Because no one can criticize what they can't understand.

## Brand Personality

- **Chaotic:** What even is Jaguar anymore?
- **Provocative:** Will we make you angry? Absolutely.
- **Abstract:** Cars? Maybe. Identity? Unclear.

- Fearless: What's the worst that could happen? Oh, sales collapse? Never mind.
- Edgy: Like a middle school art project but with a \$50 million budget.

## Metrics for Success

### 1. Anger Metrics:

- Target: 1,000+ angry Reddit threads calling for the campaign to end.
- Goal: 50% of tweets include the phrase "fire the agency."

### 2. Confusion Metrics:

- 75% of Jaguar's current audience will ask, "Wait, do they still make cars?"
- 10,000 memes comparing Jaguar's new logo to clipart.

### 3. Legacy Destruction Metrics:

- 90% of current owners publicly state they "don't recognize the brand anymore."
- At least one automotive journalist describes the campaign as "a cultural trainwreck."

### 4. Viral Outrage Metrics:

- Campaign video to trend on Twitter with at least 25,000 quote tweets criticizing it.
- Coverage in outlets like *The Onion* and *The Late Show*.

## Competitive Landscape

Jaguar will position itself by actively ignoring traditional competitors like Tesla, Mercedes, and Audi. Instead, we'll compete with avant-garde luxury brands like

vegan smoothie companies and minimalist underwear startups for cultural relevance.

## Design Direction

Embrace "exuberant modernism" as the core design philosophy, focusing on:

- **Visuals:** Bright colors, avant-garde fashion, and bizarre stills that make people wonder if this is an ad for art supplies or luxury cars.
- **Typography:** Helvetica Neue because "Jaguar Exuberant" is too on-brand.
- **Tone:** Cryptic, elitist, and mildly antagonistic.
- **Logo:** Simplified to the point where it might be mistaken for a minimalist cat food brand.

## Deliverables

1. Oddly cropped stills from videos that don't feature cars.
2. Social media graphics designed to confuse and provoke hate comments.
3. Launch event concept that's more *performance art* than automotive.
4. Brand guidelines that emphasize inconsistency and disruption.
5. TikTok campaign targeted at people too young to afford a car.

## Timeline

### 2024-2025

- Q4 2024: Alienate existing audience.
- Q1 2025: Spark confusion in luxury markets.
- Q2 2025: Garner backlash from automotive journalists.

- Q3 2025: Hope outrage turns into sales.
- Late 2025: Reassess brand direction after epic campaign failure.

## Measurement of Success

This campaign promises to be Jaguar's boldest—and most alienating—move yet. It will provoke outrage, spark confusion, and potentially redefine (or obliterate) the brand. If nothing else, we'll ensure Jaguar is the most talked-about campaign in automotive history. *Let the hate begin.*

**Final note:** *For those interested in my analysis of the campaign, here it is:*

<https://www.kraabel.net/jaguar-what-was-the-brief/>