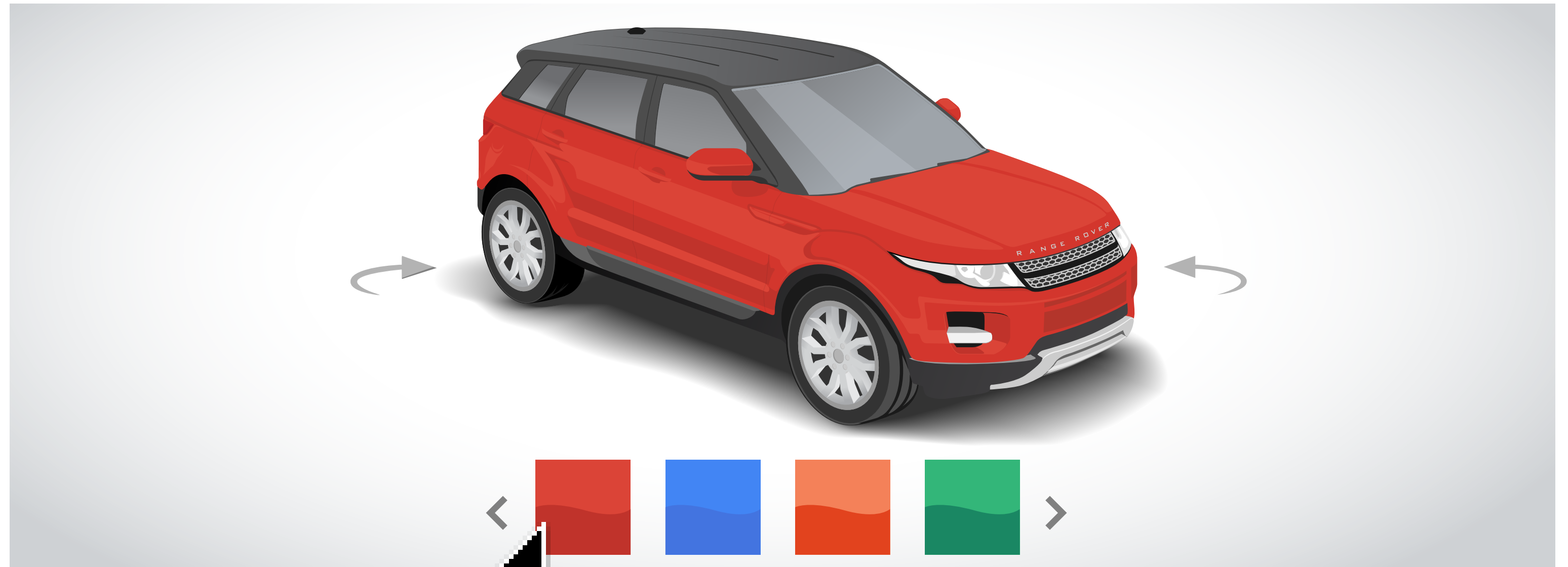




For more than 60 years, Land Rover has set its vehicles apart by pairing luxury with performance. Recently, it partnered with Google to bring the Land Rover experience and brand to consumers across the web.

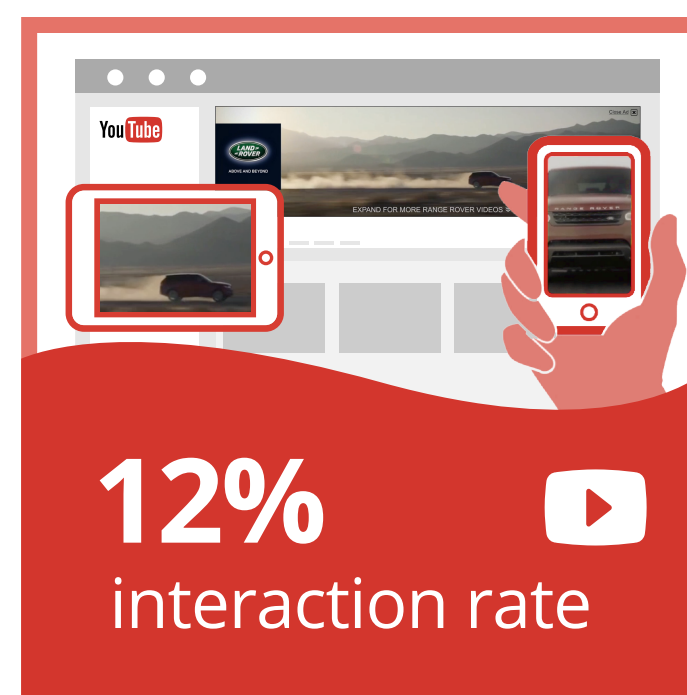
Land Rover Engages 12 Million Consumers and Drives Sales

Over 80% of auto-shoppers start their search for a new vehicle online. To meet these shoppers, Land Rover partnered with Google in a cross-channel strategy that engaged over 12 million consumers at critical points and helped drive nearly 15% of sales.



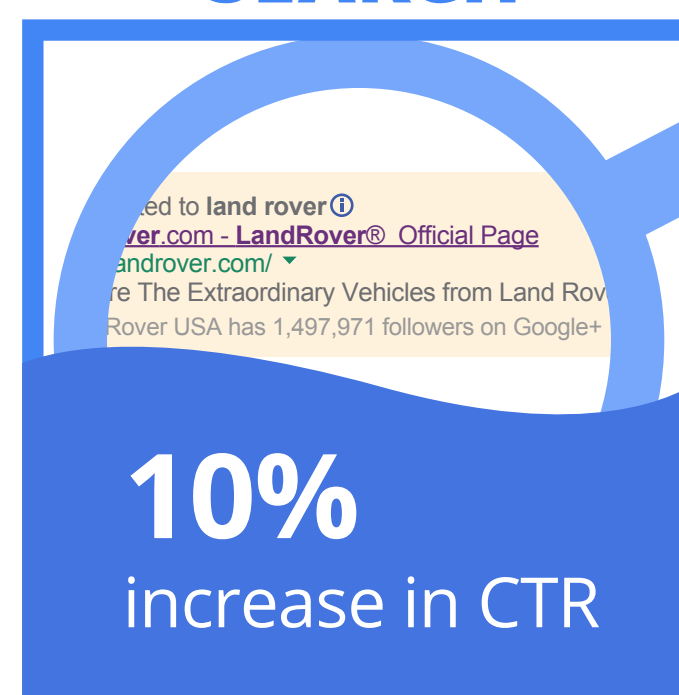
BUILD YOUR BRAND

YOUTUBE



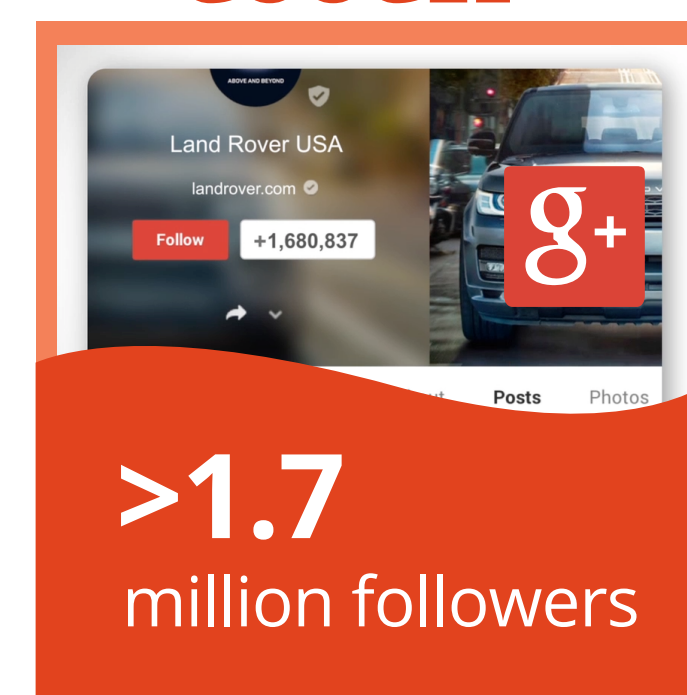
Achieved a 12% interaction rate with a YouTube homepage takeover and interactive masthead

SEARCH



Increased CTR by 10% by adding social annotations to ads

GOOGLE +



Gained over 1.7 million followers by focusing on engaging content and partnerships

DISPLAY



Achieved a 3.85% engagement rate (>1.5x the benchmark) with the Masthead in Lightbox ad

Source: Brand USA and Google internal data, 2013