# Jaguar Land Rover halts new model releases amid sharp sales plunge and rebrand backlash



# Jaguar Land Rover's Controversial Rebranding: Navigating Identity and Sales Challenges

Jaguar Land Rover (JLR) is on the brink of significant change, contemplating a shift in its advertising strategies just months after facing a considerable backlash regarding its recent rebranding efforts. Following criticism of its campaign led by Accenture Song and its in-house agency Spark44, the company has announced a review of its global creative account. This decision comes in the wake of accusations that the campaign represents an abandonment of Jaguar's storied 'jag-man' heritage, a sentiment echoed by prominent figures such as Nigel Farage and Elon Musk.

The rebranding initiative has sought to pivot the company towards an all-electric future. A striking advertisement, which notably featured models in vibrant clothing rather than showcasing Jaguar’s iconic vehicles, has been labelled "bizarre" by commentators. This stark departure from tradition included the elimination of the classic 'growler' cat badge, replacing it with a minimalist emblem composed of geometric shapes representing the letters J and L. JLR’s managing director, Rawdon Glover, defended this unconventional approach, suggesting that if Jaguar adopted the same tactics as its competitors, it would risk being overlooked. “If we play in the same way that everybody else does, we'll just get drowned out,” Glover remarked to the Financial Times.

Despite a clear objective to rejuvenate the brand and engage a younger, affluent demographic, the campaign has nonetheless drawn significant ire. Sales data reflects this discontent, with Jaguar experiencing a sharp sales decline of over 25% in 2024, plummeting to 33,320 units compared to 61,661 in 2022 and 161,601 in 2019. This trend mirrors challenges faced by other brands attempting bold rebranding strategies, such as Nike and Coca-Cola. Most notably, in April 2023, Bud Light faced a public relations crisis following a controversial partnership with a transgender influencer, resulting in boycotts and a stark decline in sales.

Jaguar's rebranding campaign has provoked a plethora of mockery online, with social media users questioning the company’s commitment to its automotive roots. Famed entrepreneur Elon Musk even queried, “Do you sell cars?” on his platform X, highlighting a growing confusion surrounding the brand's new image. The promotional video, characterised by slogans like "live vivid" and "copy nothing," has circulated widely, reaching over 160 million views, yet failing to resonate positively with many viewers.

In a bid to address the critical reception, Jaguar maintained that the decision to review their creative partnerships is not directly tied to public backlash. A spokesperson asserted that the reinvention was designed to attract global attention and elicit passionate reactions, demonstrating the emotional connection many consumers have with the legacy brand. However, opinions remain divided, and industry professionals, such as marketing professor Charles Taylor, urge the brand to lean on its rich heritage rather than pursue a complete overhaul.

As Jaguar transitions away from traditional models and strategies, a strategic halt on new vehicle releases until 2026 aims to centre the brand around its upcoming high-end electric sedans. However, this approach has cast a shadow over JLR's overall market presence, where its Land Rover division continues to thrive, reporting a 3% rise in sales, favouring it as a sought-after SUV brand among varied consumer demographics.

The journey ahead for Jaguar Land Rover will require a careful balance of innovation and heritage respect as it seeks to define its identity in an increasingly electrified landscape. The road to recovery may not be easy, but as the vehicle maker looks to unveil new electric concepts amidst ongoing criticism, one thing is clear: the automotive world will be watching closely.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/news/article-14692779/Jaguar-Land-Rover-advertising-agency-botched-woke-rebrand.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.ft.com/content/e164df19-54e2-48d8-b07c-50687813bf56)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/news/article-14692779/Jaguar-Land-Rover-advertising-agency-botched-woke-rebrand.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://www.theguardian.com/business/2024/nov/23/jaguar-boss-defends-new-ad-and-rebrand-amid-vile-hatred-online)
* Paragraph 3 – [[1]](https://www.dailymail.co.uk/news/article-14692779/Jaguar-Land-Rover-advertising-agency-botched-woke-rebrand.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.aljazeera.com/economy/2024/11/21/do-you-sell-cars-jaguars-rebrand-prompts-mockery-confusion-online)
* Paragraph 4 – [[5]](https://apnews.com/article/8604c17fb387ac223ca912a2e3603446), [[6]](https://www.cnbctv18.com/auto/jaguar-uk-sales-nosedive-53-as-brand-halts-new-models-land-rover-grows-3-in-november-19519942.htm)
* Paragraph 5 – [[4]](https://www.aljazeera.com/economy/2024/11/21/do-you-sell-cars-jaguars-rebrand-prompts-mockery-confusion-online), [[7]](https://www.cityam.com/jaguar-land-rover-profit-suffers-100m-reverse-amid-rebrand-backlash/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/news/article-14692779/Jaguar-Land-Rover-advertising-agency-botched-woke-rebrand.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.ft.com/content/e164df19-54e2-48d8-b07c-50687813bf56> - Jaguar's managing director, Rawdon Glover, defended the bold rebranding campaign featuring a new logo and promotional video that did not include their iconic cars, following significant backlash online. The luxury carmaker, owned by Tata Motors, aimed to revitalize its brand and attract a younger, affluent audience as it transitions to an all-electric lineup. Critics accused the brand of losing its heritage and pandering to woke culture, while supporters within the advertising community had mixed reactions to the modern, vibrant direction. The rebranding involved replacing the 'leaper' big cat with a double J logo, although the big cat still appears in a modified form on the vehicles. Despite facing harsh criticism, including comments from Elon Musk, the campaign sought to differentiate Jaguar from conventional automotive brands and re-establish its image at a higher price point. The company hopes to generate excitement ahead of its new electric GT model unveiling.
3. <https://www.theguardian.com/business/2024/nov/23/jaguar-boss-defends-new-ad-and-rebrand-amid-vile-hatred-online> - Jaguar's managing director, Rawdon Glover, defended the company's move away from traditional automotive stereotypes after a clip of its new advert was met with a barrage of online criticism. The 30-second clip featured models in brightly coloured clothing set against vibrant backdrops, without a car or the company's traditional cat logo. Glover stated that if Jaguar played in the same way as everyone else, it would get drowned out, emphasizing the need to not turn up like an auto brand. The campaign aimed to recapture the essence of Jaguar and make it relevant for a contemporary audience. Despite the backlash, the campaign drew more than 160 million views on social media.
4. <https://www.aljazeera.com/economy/2024/11/21/do-you-sell-cars-jaguars-rebrand-prompts-mockery-confusion-online> - Jaguar's new advertising campaign has provoked a flurry of mockery online. The 30-second clip features models of varying ages, genders, and races accompanied by phrases such as 'live vivid', 'delete ordinary,' and 'copy nothing' as a minimal techno soundtrack plays. The campaign, part of Jaguar's rebrand towards electric vehicles, has been greeted with confusion and mockery online. Following the campaign's launch, many social media users dubbed the rebrand 'embarrassing' and damaging to Jaguar's image as a luxury brand associated with 1960s glamour and James Bond. Tech billionaire Elon Musk was among those joining the fray, writing 'Do you sell cars?' on his platform X, where the advertisement has received more than 90 million views and generated tens of thousands of comments.
5. <https://apnews.com/article/8604c17fb387ac223ca912a2e3603446> - Jaguar's new rebranding campaign has faced significant criticism online for its promotional content and new logo. The promotional video, posted on platforms like X and Instagram, features models in bright, futuristic outfits and an alien-like landscape, but notably does not showcase any cars, leading to widespread confusion and negative reactions. The campaign is aimed at highlighting Jaguar’s transition to an all-electric brand and introduces a new electric GT model to be unveiled during Miami Art Week in December. Marketing materials with slogans like 'Copy Nothing' and 'Break Moulds' suggest a bold departure from tradition, which has not resonated well with audiences. Charles Taylor, a marketing professor at Villanova School of Business, argues that Jaguar should build on its heritage rather than completely reinvent its image. This rebranding is compared to past high-profile failures such as Tropicana and Radio Shack. Jaguar, owned by India's Tata Motors Ltd., has thus far not responded to the criticism.
6. <https://www.cnbctv18.com/auto/jaguar-uk-sales-nosedive-53-as-brand-halts-new-models-land-rover-grows-3-in-november-19519942.htm> - Jaguar announced in November that it would halt the release of new vehicles to UK dealers until 2026, focusing instead on a complete rebranding as a maker of high-end electric sedans. Until its relaunch, all unsold Jaguar inventory, regardless of mileage, has been classified as pre-owned, further limiting its market presence. In contrast, Land Rover sales rose by 3% year-on-year to 4,833 units, underscoring its steady popularity, particularly as a preferred SUV brand among various consumer segments, including the British royal family. This growth, however, was insufficient to offset Jaguar’s sharp decline, dragging down JLR’s overall sales performance in the UK.
7. <https://www.cityam.com/jaguar-land-rover-profit-suffers-100m-reverse-amid-rebrand-backlash/> - Jaguar Land Rover (JLR) has revealed its third quarter results. The automotive giant has posted a pre-tax profit of £523m for the final three months of 2024, down from the £627m it reported during the same period in 2023. However, despite the fall during the third quarter of its financial year, Jaguar Land Rover’s pre-tax profit for the 12 months to date stands at £1.6bn, up seven percent year on year. The group added that the current total is the best year-to-date figure it has reported at the end of its third quarter for a decade. Jaguar Land Rover also said that its EBIT [earnings before income tax] margin, nine percent, is also the best for its third quarter for ten years. In December, Jaguar revealed a first look at its new electric concept car following a worldwide backlash.