Marketing Doctor

Marketing Check-up

Jaguar

As of December 3, 2024

Condition: Under treatment

The rebrand that came before the car

On November 19, 2024, Jaguar replaced its identity with a 30-second film that showed no car. On December 2 it showed one, the Type 00 concept, which cannot be bought. Jaguar was shrinking long before the logo changed, and the move up market behind the rebrand is sensible. This check-up looks at why the launch landed badly and what the reset still has to prove.

Key takeaways

- Jaguar's yearly retail sales fell about 63% in five years, from 180,198 to about 66,900, so the brand needed a reset well before the rebrand.
- The plan to move Jaguar out of "mass premium" and into luxury electric cars is a clear positioning choice.
- The Copy Nothing film drew 1.5 million YouTube views in four days and a mostly hostile response. Its biggest problem: no car, at a time when Jaguar had little to sell.
- New Jaguar sales have ended in the U.K. and the first new model won't go on sale there until 2026, more than a year between the promise and the product.

Marketing health check

Area	Finding
Positioning	Moving up. From mass premium to luxury.
Product	Absent. No new car on sale in the U.K. until 2026.
Identity	Replaced. The roaring cat badge retired for a new wordmark.
Audience reaction	Mostly hostile at launch.
Sales	Shrinking. Retail sales down about 63% in five years.

Timeline

When	What happened
Year to Mar 2019	Jaguar retail sales are 180,198, about 31% of JLR.
Year to Mar 2024	Jaguar retail sales are about 66,900, roughly 15% of JLR.
Mid-2024	Production of the XE, XF and F-Type ends.
Summer 2024	JLR's CEO says "We are not in mass premium."
Nov 2024	New Jaguar sales in the U.K. come to an end.
Nov 19, 2024	Jaguar launches its new identity with the Copy Nothing film.
Dec 2, 2024	Jaguar shows the Type 00 concept at Miami Art Week.
Late 2025	The first production model, a four-door electric GT, is due to be revealed.
2026	The first new model is due on sale in the U.K.

What happened: a new identity, no car

On November 19, 2024, Jaguar posted a 30-second film called Copy Nothing. Its caption reads: "We're here to delete ordinary. To go bold. To copy nothing." The film shows models in brightly coloured outfits. It does not show a car. The new identity retired the roaring cat badge and introduced a new wordmark. Managing director Rawdon Glover told Top Gear: "This is a complete reset."

The response was fast and mostly negative. The Associated Press reported that people complained about the lack of a car and the confusing message. Four days after release the film had 1.5 million views and over 24,000 comments on YouTube. It got attention. It did not give anyone something to buy.

The diagnosis: the right move in the wrong order

- **A real positioning problem, older than the logo.** JLR's chief executive told investors: "We are not in mass premium. We tried to get into mass premium, that didn't work too well." Choosing a smaller, wealthier audience is a sound positioning decision.
- **Sequencing.** Brand work pays when people can act on it. Jaguar drew a huge audience at the moment it had the least to sell.
- **A promise without proof.** A launch film with no product asks the audience to take the whole strategy on trust. The balance between brand building and sales activation is different for a luxury car, but not that different.
- **The people in between.** With sales paused, existing owners, dealers and staff need a reason to stay with the brand until the new cars arrive.

The treatment: show the car

On December 2 at Miami Art Week, Jaguar showed the Type 00, a design concept for its new electric cars. Jaguar says its first production model, a four-door GT, will be revealed in late 2025 and built in the U.K., with a target range of up to 770 km. The concept answers the first complaint: where is the car. It does not yet answer the second: who the new buyer is, and why existing owners should wait.

The result so far: a brand between products

Jaguar was shrinking long before the logo changed. JLR reported 180,198 Jaguar retail sales in the year to March 2019 and about 66,900 in the year to March 2024. Meanwhile Range Rover and Defender carried the group.

Production of the XE, XF and F-Type ended in mid-2024, and from November new Jaguar sales in the U.K. came to an end. The first new model won't go on sale there until 2026. A new logo can announce a change. It cannot stand in for one.

Lessons for your marketing

1. Launch the proof with the promise. If the product is a year away, show it first or keep the launch small.
2. Treat a move up market as a decision about who you serve and what they will pay, then let the identity follow. Our pricing strategy guide covers the first part.
3. Attention is only useful if people can act on it.
4. If you pause sales to rebuild, plan how you'll keep owners, dealers and staff with you until the new offer arrives.
5. Expect a rebrand to be judged by the product it introduces, not by the logo.

The doctor will see you now.

Book a free marketing check-up at marketingdoctor.ca/contact. We'll examine your marketing, show you what's holding growth back and prescribe what to fix first.

Sources

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