



The VR car configurator

The challenge

Jaguar Land Rover is an immersive technologies early adopter and wanted to differentiate itself by creating new ways to experience, purchase and own a luxury vehicle.

The Solution

The objective was to build a data-driven enterprise solution that empowers dealerships to provide personalised experiences leveraging a VR car configurator tool. Beyond the consumer-centric view, the platform is an advanced tool that integrates processes to improve staff training, increase sales and incentivise retailers to deliver positive customer experiences.

Experiential

The experiential marketing stirs genuine emotions. My creative thinking explores the opportunities that the space we live entails. Mixing powerful storytelling, cutting edge-art direction and disruptive technologies, my goal is to create experiences that blend the digital and physical space in a way the feels seamless and evocative.