

# Jaguar Land Rover selects MACHINE for BTL and dealer marketing account

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## The move marks another win for the award winning integrated agency

MACHINE has been appointed by Jaguar Land Rover South Africa to handle the below the line and dealer marketing account for the brands.

In a hotly contested three-way pitch, MACHINE clinched this important component of the account. "The brand experience for both Land Rover and Jaguar at dealer level is of critical importance. MACHINE's role will be to seamlessly translate the above-the-line communication into an unmatched iconic brand experience at dealership level," said Wimpie Le Roux, MD for MACHINE JHB.

Peter Biven, Marketing and Communications Director, JLR SA & SSA, further emphasised the importance of the dealer marketing account, "At Jaguar Land Rover SA, we are a passionate team with the determination to continually innovate, push the envelope, and increase brand momentum; in an ever-changing consumer landscape. Dealer marketing is a key strategic pillar moving forward and we needed an agency that shared our vision. MACHINE's understanding of our consumers and how we elevate critical touch-points is what ultimately sealed the deal."

"We are ecstatic about the opportunity to partner with such iconic brands. Both Land Rover and Jaguar have a proud heritage and we look forward to making an important contribution to the continued success of the dealerships in South Africa," concluded Le Roux.

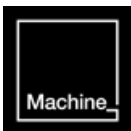
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