

# MARKETING MONDAY

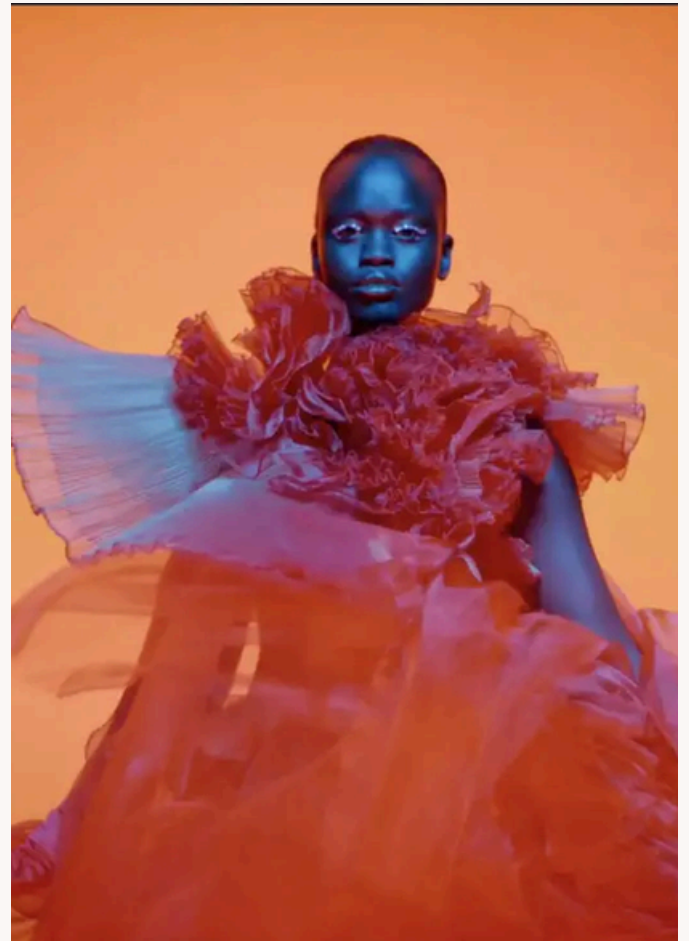
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#EDITION 11



## The New Jaguar Identity: Bold or Confusing?

Jaguar has officially hit the refresh button – and it's leaping towards a bold new direction! The iconic British luxury brand, known for its sleek, high-performance cars, has swapped its classic leaping jaguar logo for a vibrant, technicolor redesign. This rebrand signals the company's entry into the electric vehicle (EV) market, marking a shift from luxury sports cars to sustainable, eco-conscious innovation.





## But...Everyone is Talking About It

The rebrand may have backfired in some ways, but it's sparked a massive conversation.

### A Shift Towards Inclusivity – But At What Cost?

Despite the bold attempt to attract a younger, eco-conscious crowd, many felt the rebrand didn't align with Jaguar's legacy of luxury. Fans took to social media to voice their disappointment.

One loyal owner quipped, "Where are the cars? Isn't that what you do?" Others voiced their confusion, with some even saying, "Jaguar doesn't make cars anymore, they make mistakes!"

Even Elon Musk couldn't resist weighing in, commenting, "Do you sell cars?" – further amplifying the backlash.



In today's digital age, getting people to talk is half the battle. Jaguar's bold move has everyone asking: What's next for this iconic brand?

