TECH QUEST
THE HUNT FOR JLR

CREATIVE EXECUTION | NOV 2017

aiaworldwide
THE DIGITAL BRAND AUTHORITY

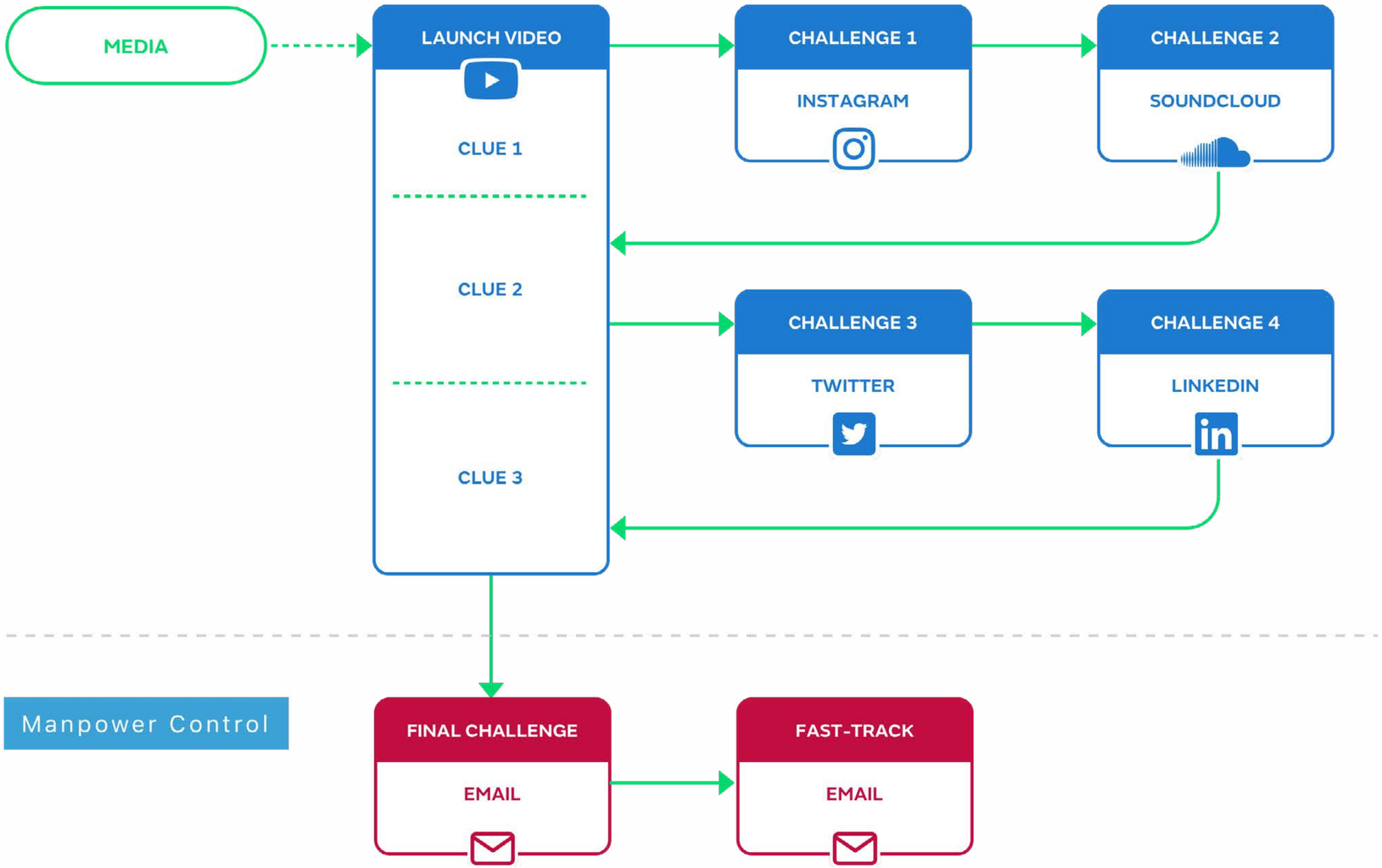
A forward-thinking solution for a forward-thinking brand.

JLR isn’t just any automotive brand. It’s a technology-focused company that looks to change the future of driving. Its forward-thinking approach leads to new innovative concept cars. Its open attitude to digital advancements gives its employees the freedom to go beyond everyday engineering.

We wanted to capture the essence of this. To show potential employees that JLR is up there with the biggest tech giants and that working for them means contributing to a different direction for the automotive industry. To do this, we’re demonstrating the possibilities available through a practical story. A story that will entice curious minds to think a bit deeper to reach the end. In short, our idea is to create a trail of clues across multiple platforms that appeal to problem-solving candidates who want to find out the answer to the puzzle. We call it TechQuest.

TECH QUEST

THE HUNT FOR JLR


MEDIA
LAUNCH VIDEO
CLUE 1
CLUE 2
CLUE 3
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CHALLENGE 3
TWITTER
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FINAL CHALLENGE
EMAIL
FAST-TRACK
EMAIL

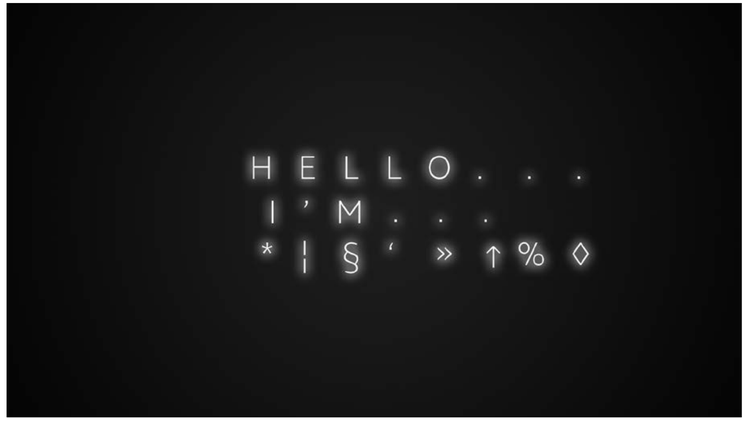
LAUNCH VIDEO

YOUTUBE

The intro video for our trail across the web is there to engage the user straight away. To capture their attention by using a platform that they cannot ignore – moving image. We wanted the look and feel of this video to not only represent JLR and the technology-focused brand ethos that is has, but to also give a sense of wonder and excitement about the challenge ahead. By having this air of mystery about the video, yet keeping it on brand, we can keep in the spirit of the game alive, without breaking focus. The frames we have sent to you so far represent how the video will look, and contains the main components of the final video.

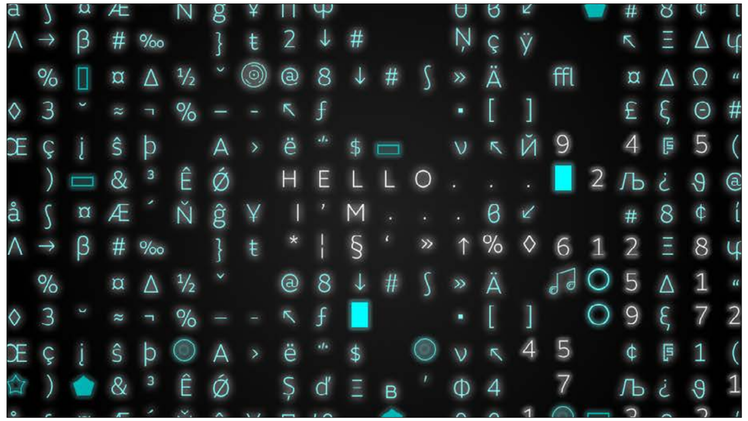
The aesthetics and simplicity of this video has been inspired by content provided by JLR brand, as well as content used for Tech Fest. The video uses the new JLR messaging to position the brand as a tech company ¬that builds smartphones with wheels and encourages people to really zone into what they're watching by having them turn on their sound and pay attention. This avoids people passively watching as they scroll through videos on their social feeds, and allows us to pinpoint an audience who are really interested in what we're proposing.

The caption with the video encourages people to take part and to listen up – giving people a hint to turn on their sound. All in all, our video is meant to delve into a technological world of mystery and problem solving, one that our target audience will be keen to sink their teeth into.

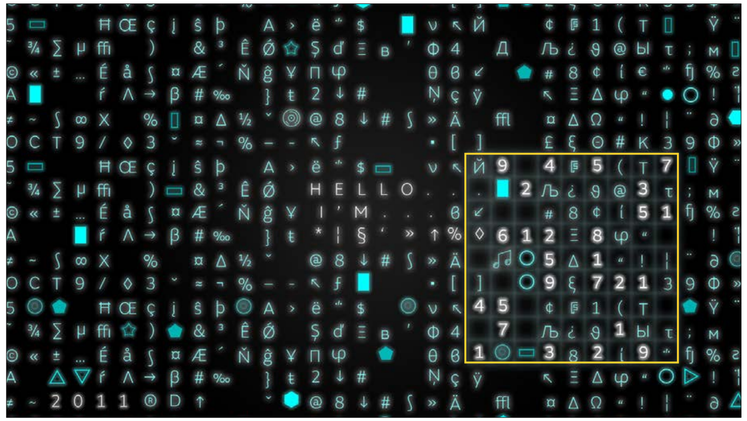


V/O “Hello. I’m... I’m not going to tell you who I am.”
Words type in to the middle of the screen followed by a series of random characters alternating after it in timing with the V/O.

V/O “I’m not going to tell you about my family or where I’m from. I’m not going to tell you the milestones of my life. I’m not going to share my favourite foods or music.”
Canvas begins populating with animated symbols and imagery related to the subjects the V/O references, arranged in a grid.

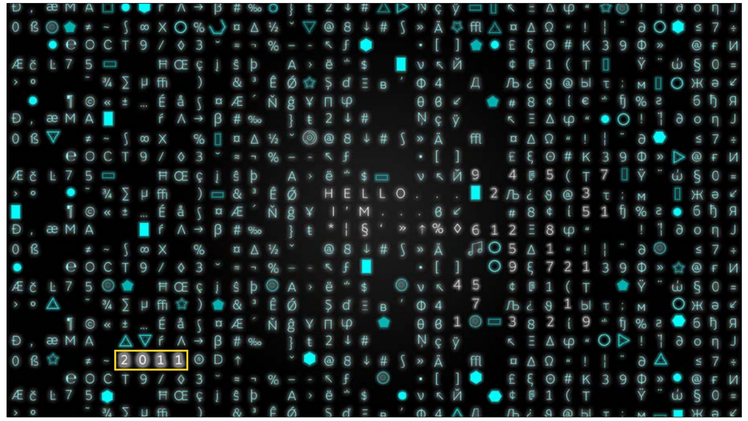


V/O “I’m not going to tell you lots of numbers and words that relate to who I am. Because I want you to figure it out for yourself.”
Camera begins slowly zooming out as the icons populate at an increasing speed.

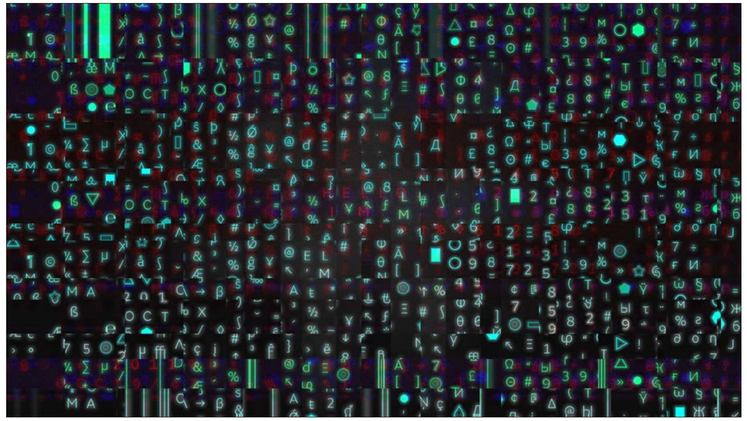


V/O “I want you to find me. I haven’t made it easy...”
Clue 1 appears as a Sudoku grid overlays some elements and the numbers highlight for 3 frames.

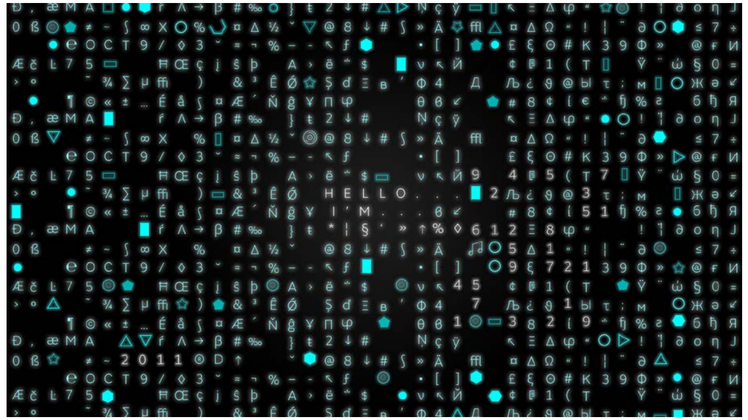
*Note: Yellow boxes in storyboard for visual reference, won’t show in final video.



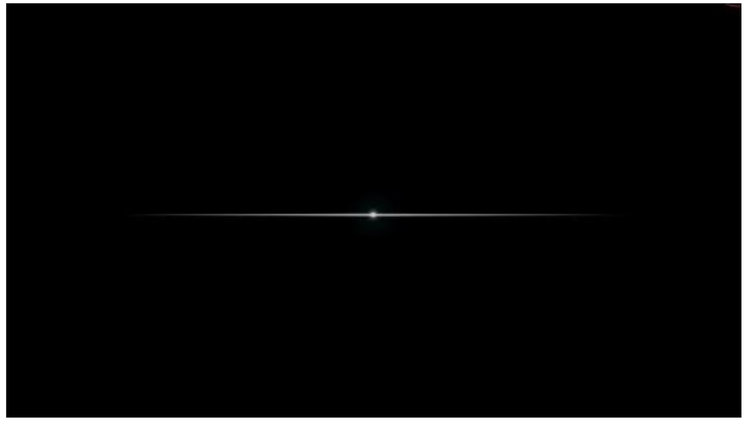
V/O “...and if you’re the kind of person I think you are, your curious mind will be wondering how you can solve this puzzle.”
Clue 2 will appear as a specific date, highlighted for 3 frames.



V/O “But before you start to think it’s impossible. I’ll leave you with one clue. Ready? Here it is: [strange sound plays]”
Clue 3 is revealed; the screen glitches, pauses, a strange sound plays, then returns to normal. In time with the V/O



V/O “Got it? Good, I’m glad you’re paying attention – you won’t get very far if you don’t.”
The canvas is filled with graphics, the background is alive and moving, looking like a giant puzzle.



Screen cuts out to black.

*Note: Yellow boxes in storyboard for visual reference, won’t show in final video.

Tech Quest logo.

Copy types in.

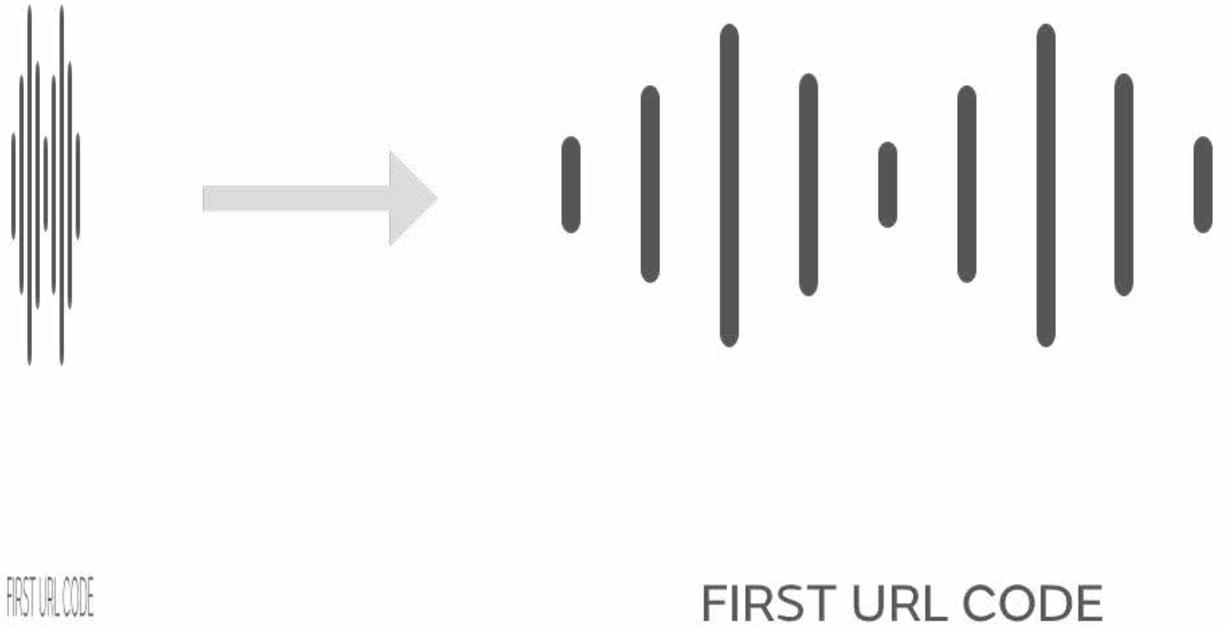
Instructions type in, random codes will alternate at the end of the URL. Icons at the bottom animate, hinting to the user that they should re-watch the video and pay attention.

Logos

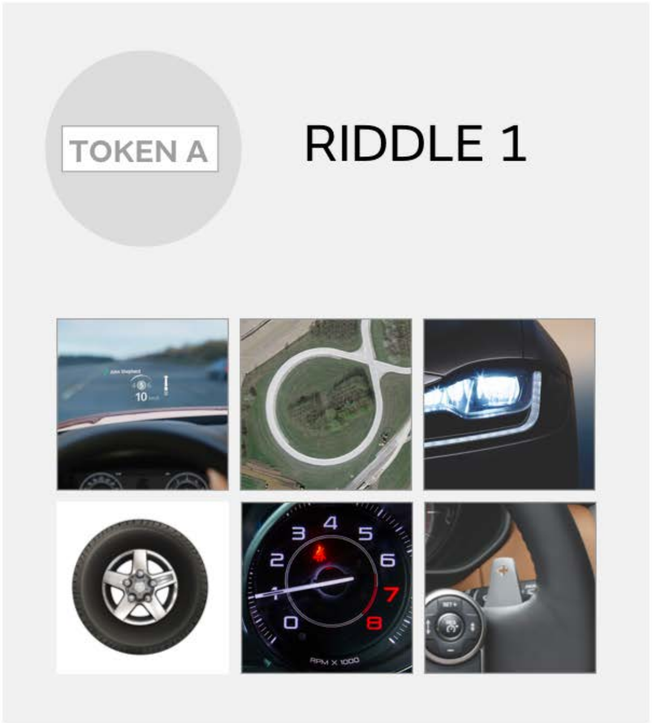
CHALLENGE 1

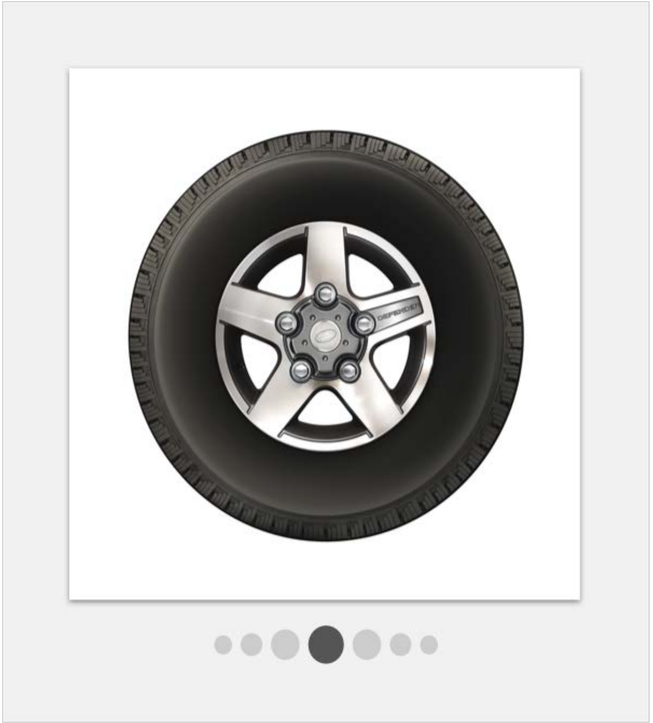
INSTAGRAM

On the intro video, there will be a clue through the audio that when downloaded and stretched will reveal the first code, which is combined with the URL.



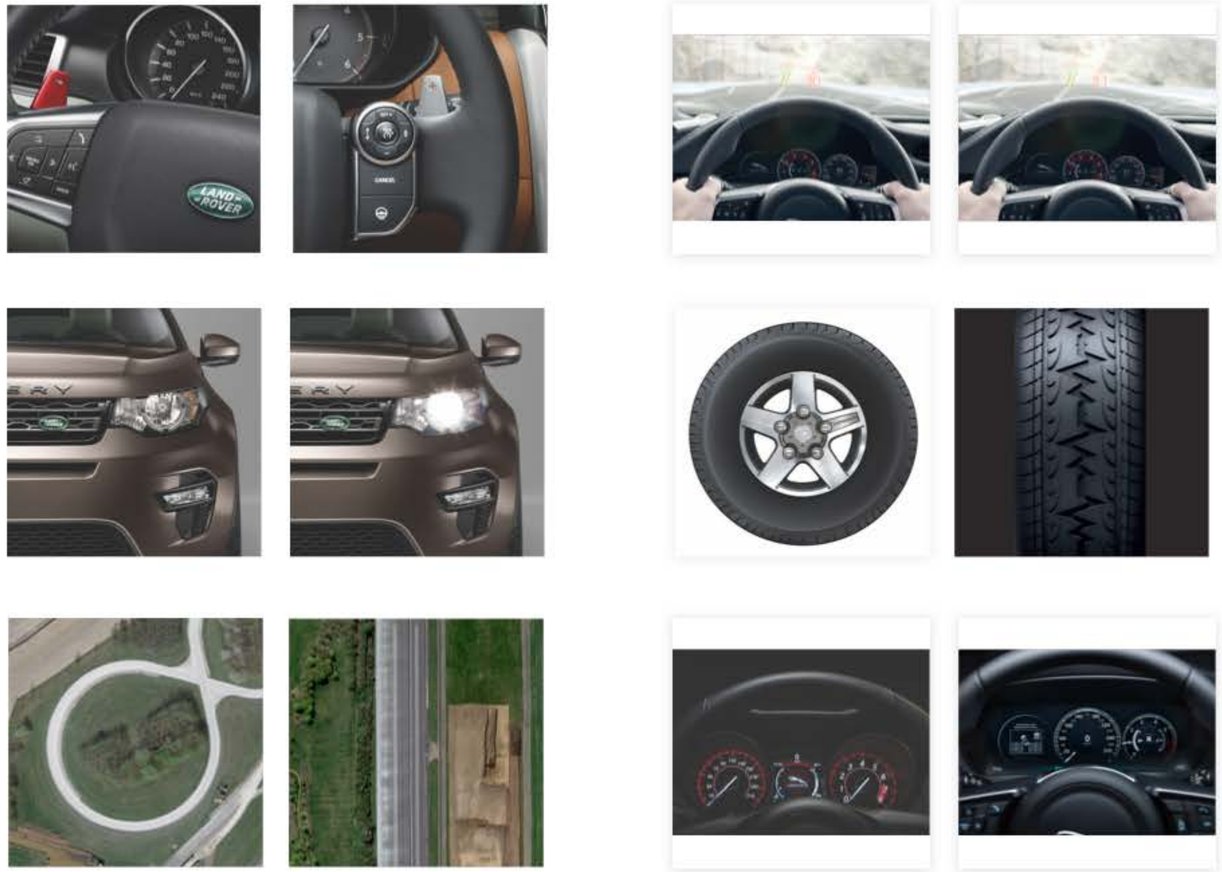
This would take them to an Instagram account with the profile image of ‘Token A’. The account will have a series of posts which denote a binary code.





In order to help them figure out that this is a binary clue, we will provide the following riddle in the bio:

“Are you the one I’m looking for. Or is there zero chance of there being more. It feels like an unsolvable sum, but no words can amount to you being the one.”



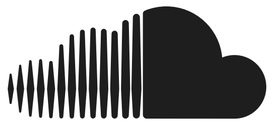
0 1 0 0 1 0 1 0

= J

The user decrypts the binary code and it becomes the URL for a SoundCloud account – the next step in their journey.

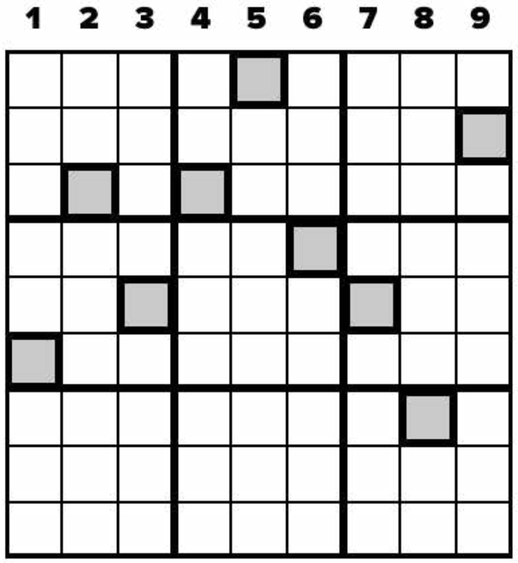
CHALLENGE 2

SOUNDCLOUD



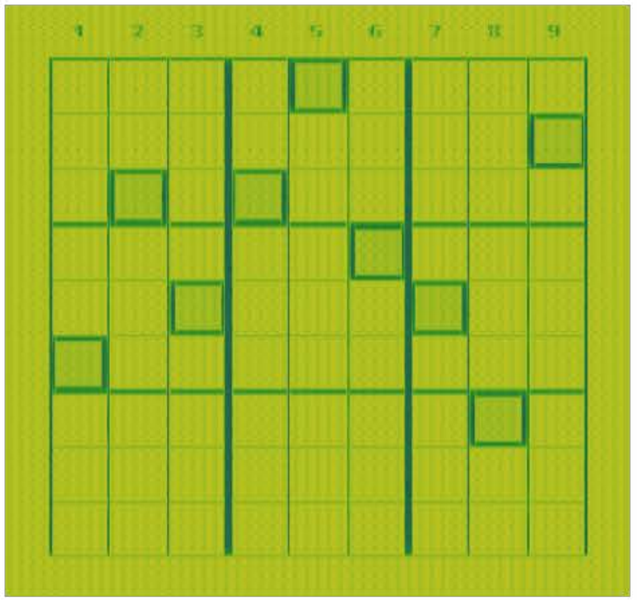
The second challenge is on SoundCloud, where they receive ‘Token B’ and a second clue. This clue is a music track. In the track description, we provide another riddle to help give people a hint to what they need to do here:

“There’s more than meets the ears. Is that saying right? What do you hear? It’s supposed to be in sight.”



ENCRYPT

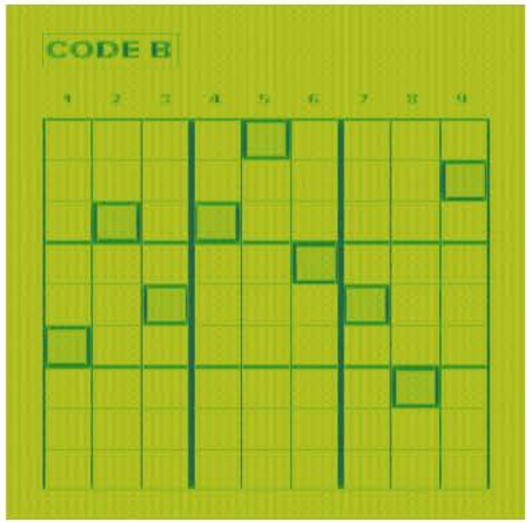
DECRYPT



To extract the meaning, the user will have to decrypt the sound using software that turns the waves into an image.

The user then reverts back to the intro video, using the seemingly random numbers to see that the grid is in fact a Sudoku grid. After completing the Sudoku, they will reveal nine special numbers.

These will lead them to a secret Twitter account.



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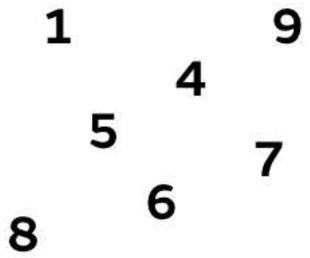
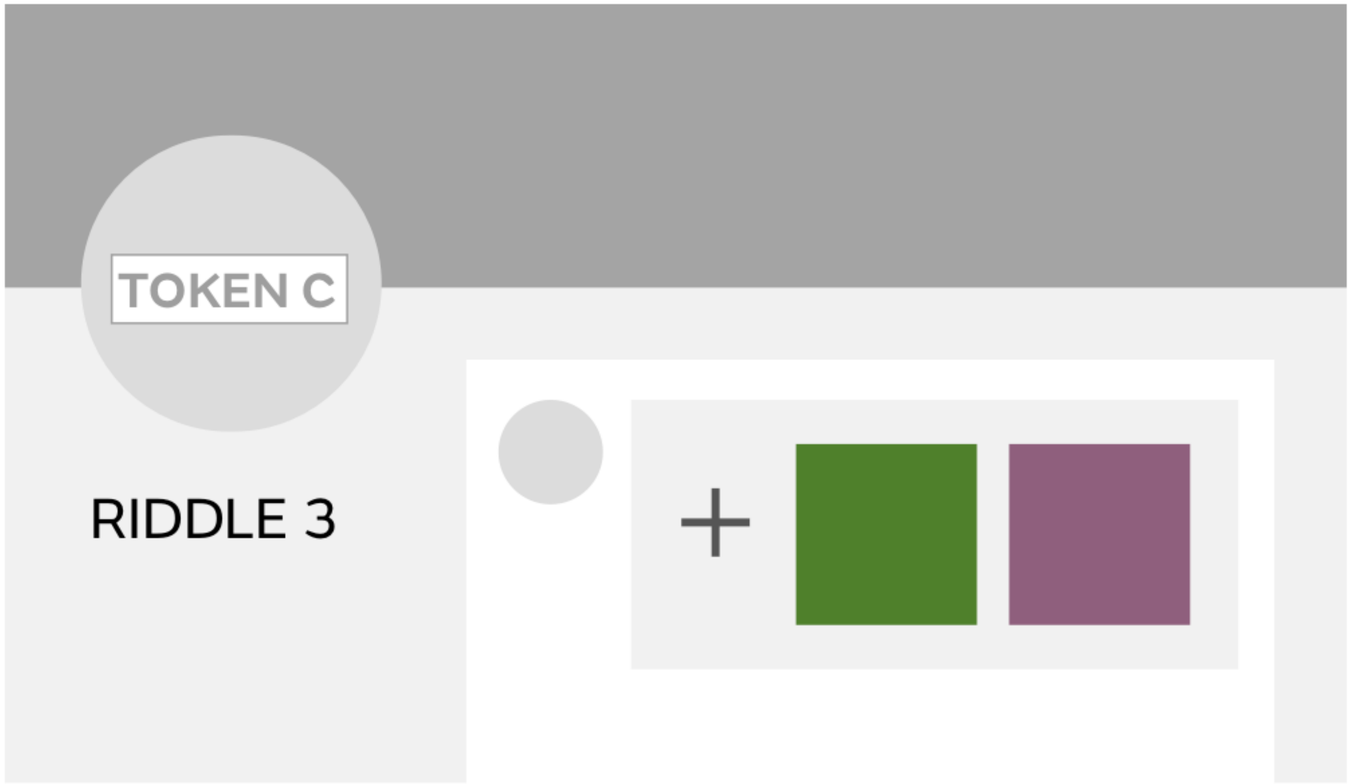


Numbers from video

COMPLETE SUDOKU

CHALLENGE 3
TWITTER

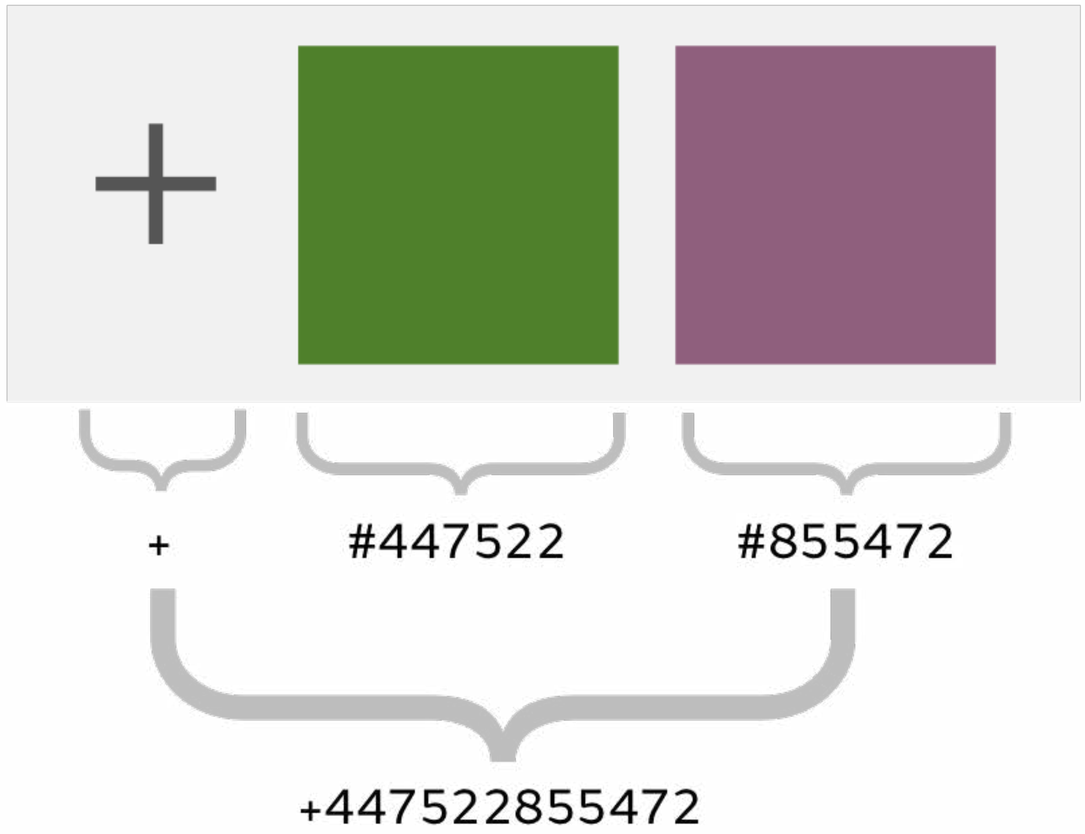
In the secret Twitter account, we will have ‘Token C’ as its profile picture and will have one pinned post.

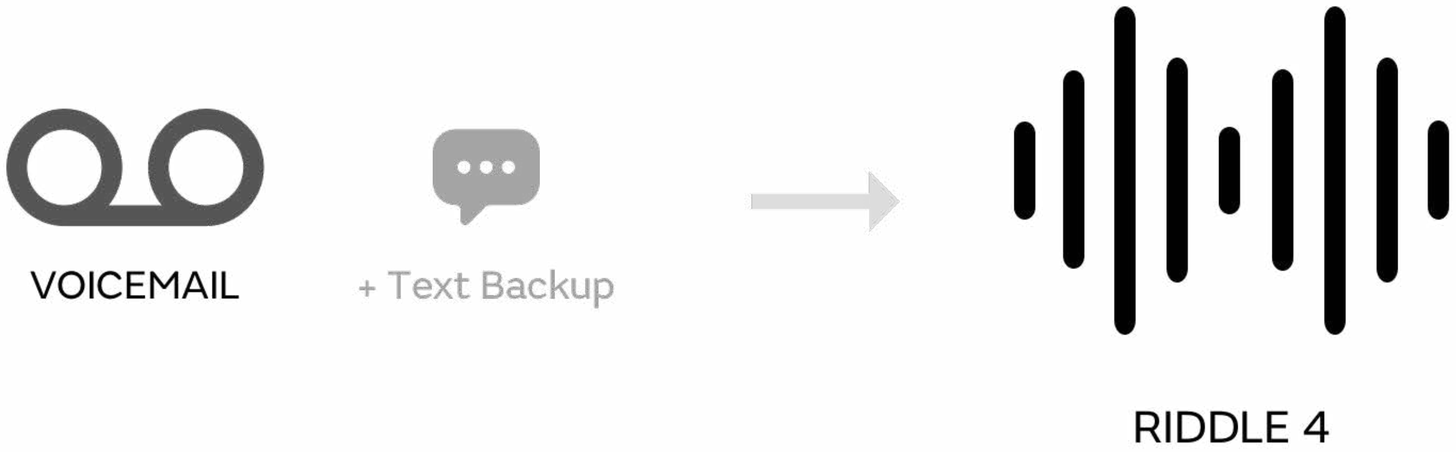


The post is of an image that shows a phone, a + sign and two colour swatches. The following riddle is seen in the image description:

“These colours seem like nothing at all but what you do with them is entirely your call. Or maybe if you’re feeling shy, the tips of your fingers will get you by.”

The user will have to use the colours to find their Hex codes. These Hex codes used with the + will form a mobile number. Leading to the next challenge.





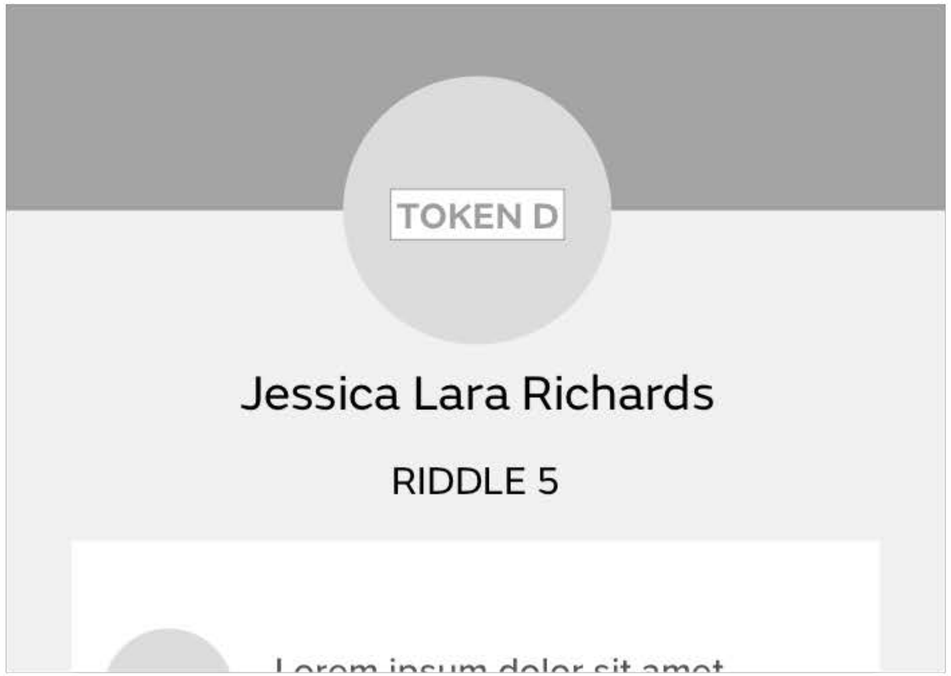
The user calls, texts or sends a WhatsApp message to the phone number, which will send them to a recorded message:

“Oh, it’s you again. That means you’ve got through all those initial challenges and you’re not too far away – well done! I’m here again to give you your next clue. Listen up, here it is: You’re so close now you’re breathing down my neck. My name is Jessica Lara Richards, are you ready to connect? We may not be friends, but let’s get to know each other. I mean on a professional level, not where you’d friend your mother.”

CHALLENGE 4
LINKEDIN

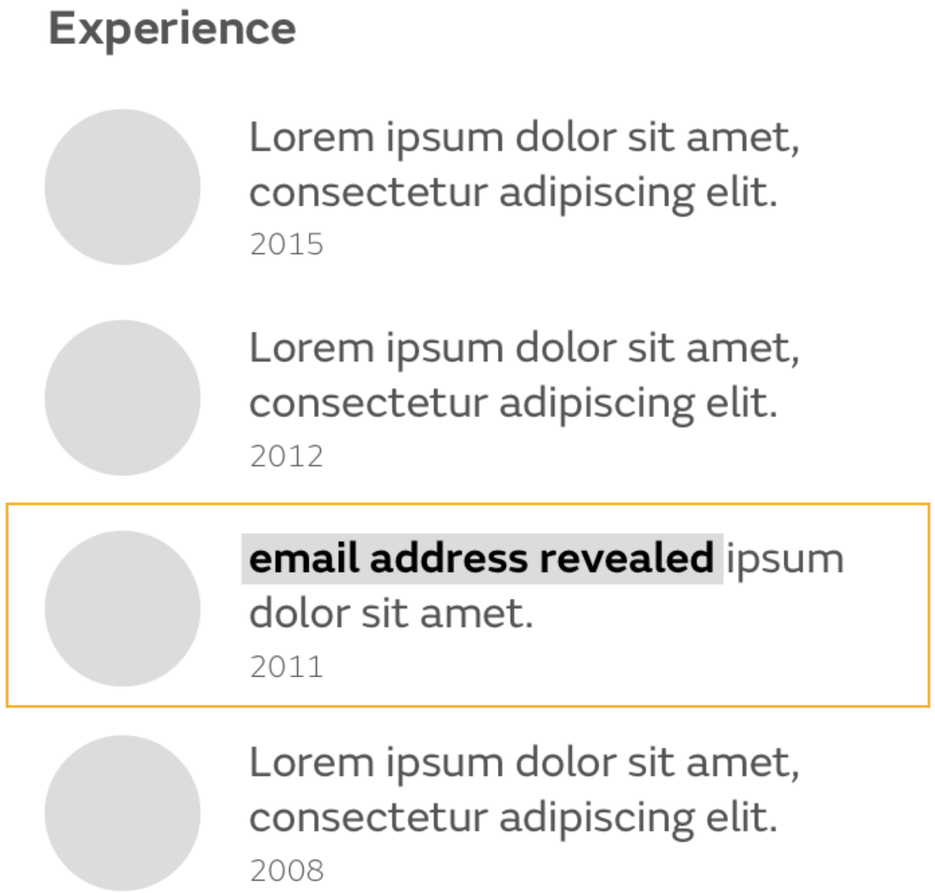
The call will lead people to search for Jess on LinkedIn. The profile will reveal that Jess is a JLR senior employee with the ideal employee history from intern onward. Another riddle gives a clue:

“Return to where you first hit base, a day in the past – what is this place? Figure it out open the locks then watch it leave your outbox”



The user is then looped back to the intro video where they will see that the date shown here matches the date on the profile. One of the dates in the video is highlighted in some way, showing that this specific date in Jess' employment history is of importance.

They will see that they need to find the hidden email address within the employment history. The email address will be hidden in the job responsibilities. The user will then email the codes they have collected to Jess, leading to their final challenge.



FINAL CHALLENGE
EMAIL

The user will receive an email back from Jess:

“You’ve found my profile, you’ve found my face. But there’s one more thing to put into place. This clue has been hiding right under your nose. It’s where Shakespeare Warks and near where the bath flows.”

Once they figure out that the code is in fact an anagram of JLR’s Gaydon Centre postcode, the user replies to Jessica with their findings.

Rearranged

CV35 0RR = Postcode for Jaguar Land Rover Gaydon Centre

POST CHALLENGE

They are then sent an email from Manpower congratulating them for completing the task. They will also receive information about the competition and a link to the graduate position application via the ATS.

THANK YOU!