

Land Rover: 'Our Planet'
Online sustainability platform



Turning a brief for a poster into an
eight-year-long digital campaign?
Using emotional intelligence always
takes you further.

A Land Rover Defender is parked on a dirt road in a savanna landscape. The vehicle is a light tan color with a black roof rack and a spare tire mounted on the back. It has a black front bumper and a spare tire mounted on the side. The background shows a vast, open landscape with scattered trees and a cloudy sky. The text is overlaid on the right side of the image.

Land Rover wanted to better communicate its longstanding sustainability record, which spanned several international programmes that consumers weren't aware of.



Using emotional intelligence

Land Rover initially briefed us on a poster campaign to coincide with its sixtieth anniversary.

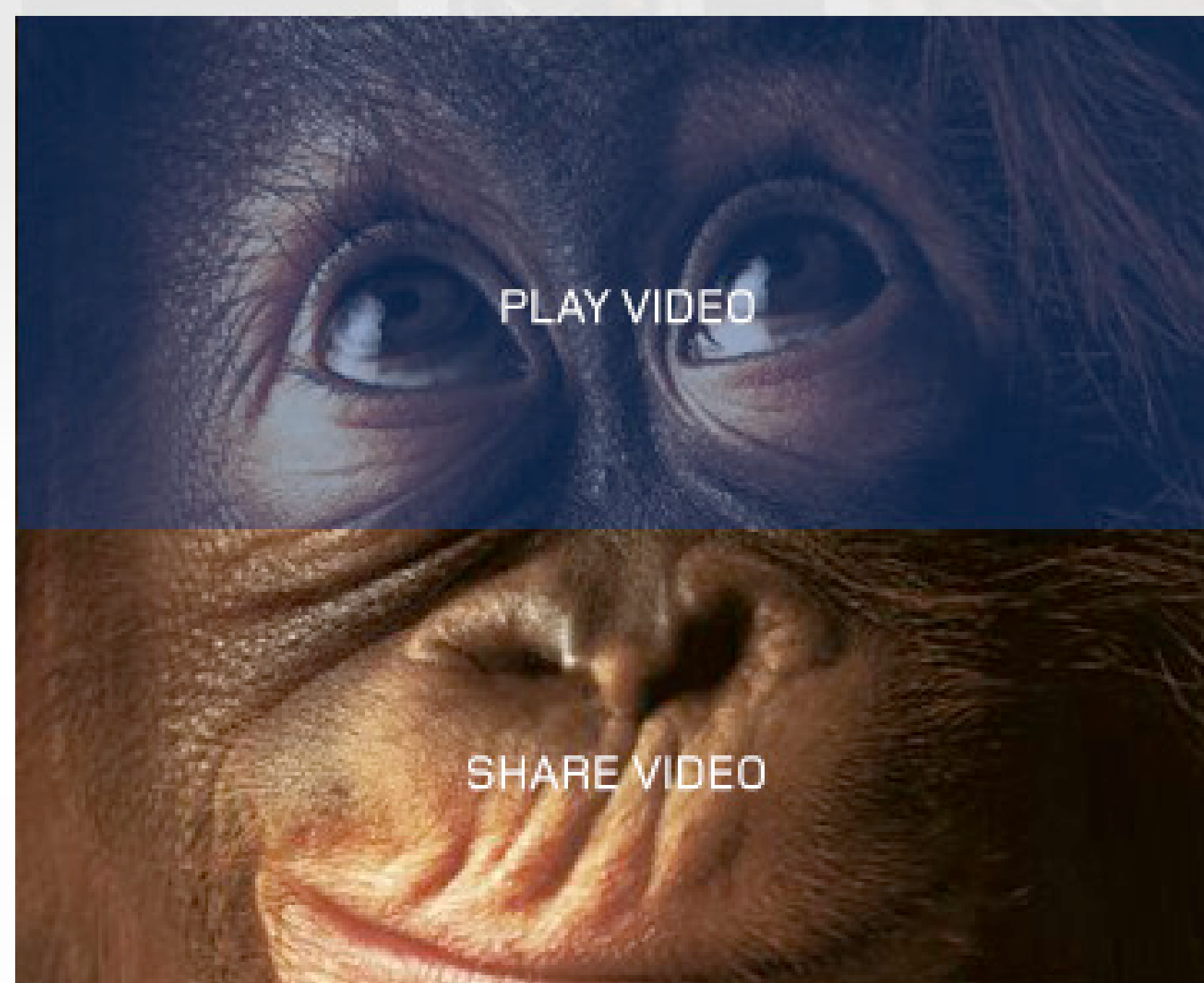
But once we appreciated the depth to which Land Rover was committed to on-the-ground international charities and domestic net-zero responsibilities, we knew we should take a very different direction. Land Rover needed a living, interactive space to collect its work, one that could keep evolving.

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KALIMANTAN, BORNEO

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We're backing the Orangutan Survival Foundation

Land Rover actively supports the Borneo Orangutan Survival Foundation (BOS), which runs the world's largest primate rescue project. As part of our sponsorship we have donated a Defender to the Nyaru Menteng Orangutan Reintroduction Project in Central Kalimantan. This vehicle is currently being used in the most remote areas of Borneo, for the transportation and return of orangutans to safe forests. The project currently has over 630 orangutans in its care.

Most recently we have successfully rescued an orangutan called 'Chimon' and continue to rescue orangutans within the project.

Land Rover's sponsorship programmes form part of an integrated approach towards sustainability. As part of our Fragile Earth commitment we sponsor five international conservation organisations.

The Born Free Foundation, Earthwatch Institute, The Royal Geographical Society with IBG, Biosphere Expeditions, China Exploration & Research Society.

CONSERVATION LINKS

- > [The Born Free Foundation](#)
- > [Royal Geographical Society](#)
- > [Biosphere Expeditions](#)
- > [China Exploration & Research Society](#)
- > [Earthwatch Institute](#)

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As part of our long history of support for the Red Cross, we've donated £9 Land Rovers. Read more

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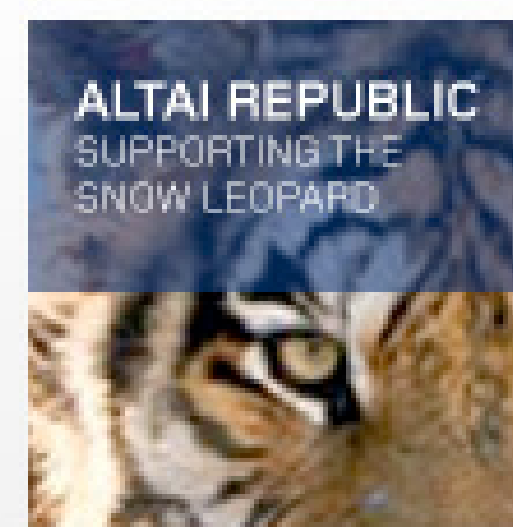
> **Orangina55** 11/03/2010
I've been to Borneo and seen the orangutans up close. They're beautiful animals and I think it's great that Land Rover are doing their bit to preserve them.

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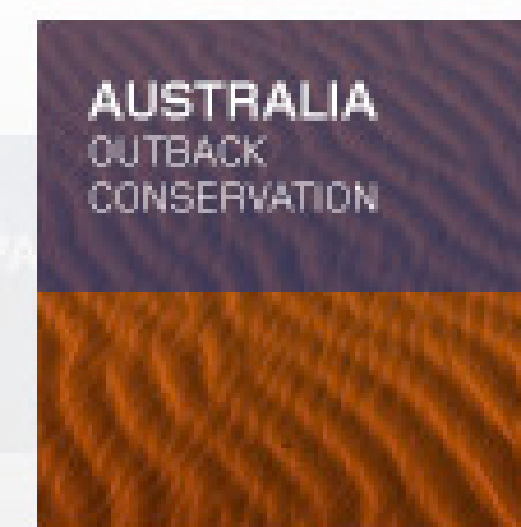
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We created the 'Our Planet' site as a navigable portfolio through which consumers could track JLR's sustainability projects. The site provided case studies, discussion rooms and a 'story wall', which celebrated stories of epic Land Rover proportions, whether it be snow leopards in the Altai Republic or wind turbines in Japan.



Our Planet was hosted and updated for eight years. During the project's lifespan, the site was launched in 10 different languages, including Arabic, Russian and Mandarin.



We managed the creation of content, approvals, translations, uploads and dissemination across content teams for PR and social.

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