



MARKETING BULLETIN

Mutual Marketing Program (MMP) Update

DEC 9, 2014 | No. MG114-44 | Section: GENERAL INFORMATION | Market: USA

Land Rover is pleased to announce the Land Rover Corporate Identity guidelines have been updated and optimized to help build strong brand awareness and recognition globally. The changes we have made are based on customer, market and agency feedback followed by rigorous testing to ensure our identity works on all applications. You can find the complete document on the Land Rover HUB at

[LR US Retailer Marketing | Corporate ID - MMP | MMP Guidelines](#)

The Land Rover Mutual Marketing Program (MMP) has been updated to incorporate the new Corporate Identity requirements, updated Google Tags on retailer websites and additional minor program changes. The updates include:

- Use the new Tinos font
- New logo usage
- Dual-Branded advertising – Specific Dual Brand Corporate Identity to be announced separately in January 2015
- Updated Google Tags
 - If you are on the JLR Digital Program, these tags will be automatically updated for you.
 - If you are managing your own website vendor, please see the instructions attached to this bulletin. It should only take 5-10 minutes to implement on your site.

A number of steps will be taken to make this an easy program update for retailers.

1. Guidelines are largely unchanged to keep program expectations consistent. Please read this complete bulletin for a summary of the updates.
2. Retailers will be granted a grace period with no strikes/penalties for the new changes effective at December 9th, 2014 and ending on February 6, 2015. **Please begin working on updating all your advertising before February 9th, 2015 grace period to avoid strike notices.**
3. Be sure to read the New Corporate Identity guidelines posted on the Retailer HUB. This will answer many of your brand mark and color pallet questions. Location: LR US Retailer Marketing | Corporate ID - MMP | Guidelines
4. Your agencies can also access the Corporate Identity guidelines, MMP guidelines and marketing assets via the LR US Retailer Marketing HUB (<http://www.landroverhub.com>).
5. Retailers are encouraged to submit pre-approval requests to Land Rover MMP headquarters at lradguidelines@ansira.com via e-mail with the artwork or website URL to be reviewed for program compliance. Please note turnaround time for website pre-approval review is 5 business days due to the amount of content that must be reviewed.

Land Rover Marketing appreciates retailers' continued support of Land Rover MMP and the program's efforts to support powerful and consistent Land Rover branding. Branding consistency will contribute to a stronger Land Rover marketing presence that increases the visibility of your Centre and drives sales growth at all levels of business.

If you have any questions, please contact the Land Rover MMP Support Center at 1-800-790-0918 or lrddguidelines@ansira.com, available Monday – Friday with business hours from 8:30am – 5:30pm CST.

Questions on locating the guidelines, logos and fonts can be found on the Retailer HUB. The HUB can be reached at 877-557-4821 or LRNAhub@landrover.com.

If you have any program questions, please contact your market manager or Karen Hamade 201-760-8569 KHamade@LandRover.com

Land Rover MMP Guidelines

The MMP guidelines provide the complete list of advertising guidelines. Below is a quick summary of the main updates to the program. **Please begin working on updating all advertising before February 9, 2015 grace period to avoid strike notices.**

Retailers are encouraged to submit pre-approval requests to Land Rover MMP headquarters at lrddguidelines@ansira.com via e-mail with the artwork or website URL to be reviewed for program compliance. Please note turnaround time for website pre-approval review is 5 business days due to the amount of content that must be reviewed.

Please contact the MMP Support Center to review all of your current marketing and digital activities during the grace period to ensure you are in compliance before February 9, 2015.

New Land Rover Corporate ID and Updated Logo

- New Corporate Identity guidelines are posted on the Retailer HUB: LR US Retailer Marketing | Corporate ID - MMP | Guidelines
- All marketing materials featuring Land Rover must include the revised logo. The Brand Space logo should no longer be used in advertising.

New Fonts

- Land Rover Wide has been introduced for print.
- Land Rover Web has been optimized for digital applications.
- Tinos has also been introduced as a free font for small amounts of copy or quotes.

Dual-Branded Retailer Advertising

There are three retailer advertising elements that can be dual branded

- website landing pages
- Portfolio Advertising – no pricing (Automotive dealer group)
- Events (and components)

Guidelines for these assets as well as for other facility and workwear elements will be provided in January 2015.

Google Tag Management

Please read the following instructions for inserting the Google Tracking Tags on your website. If you are on the JLR Digital website program, this will be done for you and no action is needed.

Google Tag Manager Quick Reference Guide for Land Rover Retailer Sites

1

What is a Google Tag Manager?

Google Tag Manager is a newer, more advanced website tracker that does even more than the standard Google Analytics Tag inclusive of managing the other tags on your site. Now your website only needs **one** single tag to ensure that your media dollars are managed more effectively, driving more cost-effective site activity, and reported more efficiently! Google Tag Manager code is a site-wide tag that manages all existing media tags. Once the GTM tag is added onto your site, little to no IT/webmaster involvement is necessary to add new tags or edit your existing tags

How does GTM Work?

GTM is a container for other tracking tags. When a potential Land Rover buyer takes action on your website, GTM keeps track of what advertising methods are the most successful in driving that action.

What do I gain by adding the GTM Code to my site?

Once GTM is deployed on your site, little to no local IT/webmaster involvement is necessary to add new tags or edit existing tags. Google Tag Manager simplifies the task of managing all tracking across your website. GTM will also help your website pages to load quicker.

2 What to do

The Google Tag Manager tag is a small piece of code text that your webmaster will copy and paste onto your website pages. This process will only take 5 – 10 minutes depending on the size of your website.

What do I add onto my website?

The text below is ready for your webmaster to copy and paste onto your website. Simply highlight, copy the below text and follow the next step.

```
<!-- Google Tag Manager -->
<noscript><iframe src="//www.googletagmanager.com/ns.html?id=GTM-
NWQQQQ"
height="0" width="0"
style="display:none;visibility:hidden"></iframe></noscript>
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'//www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-NWQQQQ');</script>
<!-- End Google Tag Manager -->
```

OR download the GTM Code from the following link:

<https://share.wunderman.com/dl/bY8V3r1nUp>

***Please note that your Webmaster will need to remove the current Xaxis Lightning Bolt tag when adding the GTM code above. For any tags that are not a part of what Land Rover manages, please have your Webmaster follow their normal process of hardcoding the tag(s) wherever they need to be on your site.**

Where do I add the GTM Tag?

Your website manager will copy and paste the code above into your website template page (probably through your content management system) so that it appears immediately after the opening **<body>** tag. This process will only take 5 – 10 minutes depending on the size of your website.

- The Google Tag Manager tag must be placed directly in the page that you intend on tracking.

3 Additional Resources

Google Tag Manager allows your webmaster to focus on other important tasks without managing other tags. Here are a few answers and resources to help you get to know GTM & Tagging better.

What is a Tag?

Tags are tiny bits of website code that let you measure traffic and visitor behavior, understand the impact of online advertising and social channels, use remarketing and audience targeting, test and improve your site, and more.

Why Manage Tags?

Adding tags without proper management brings issues such as missing data and skewed performance reports. Incorrectly applied tags can distort measurements and create sluggish page loads to your website. It can be time-consuming for the IT department or webmaster team to add new tags and manage existing ones and this can delay new initiatives. With GTM, you won't have to babysit your media tags on the site.

How does GTM actually work?

Google Tag Manager keeps track of your tags using one single piece of code. When a user visits the website, their experience is uninterrupted as GTM delivers the data needed to each of your media partners for retargeting and reporting.

Please contact Jessica Veres with any GTM implementation issues at: jessica.veres@wunderman.com