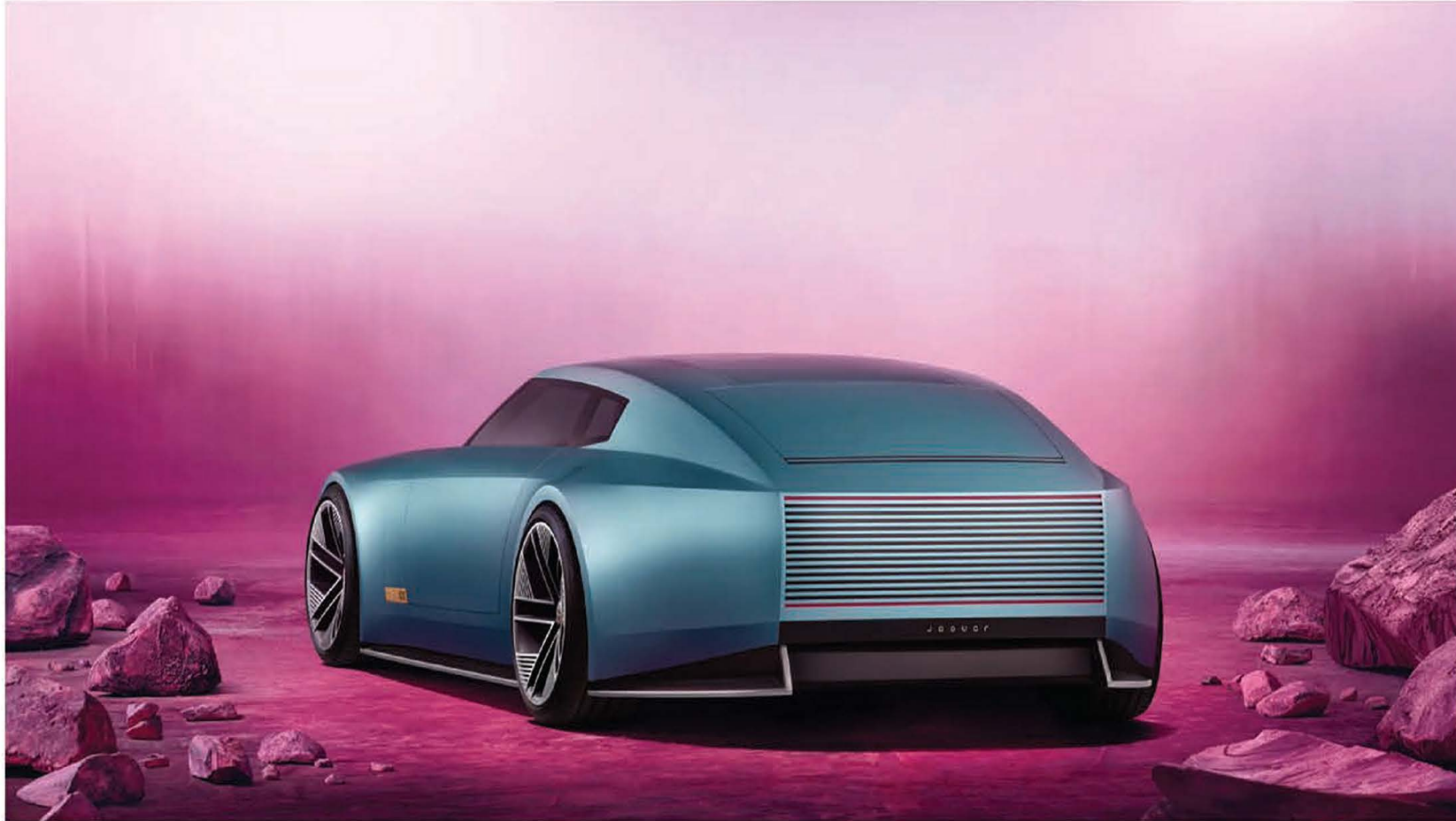


TRANSPORTATION

# Jaguar's rebranding rollout was either a 'brilliant' way to get attention — or a 'dangerous strategy.' Ad vets weigh in.

Grace Eliza Goodwin Dec 5, 2024, 8:13 AM PST

[Share](#) [Save](#)

Jaguar's concept car came after a controversial reveal of the brand's new image. Jaguar

Christos Joannides, the founder and creative director of the luxury branding agency Flat 6 Concepts in Los Angeles, told Business Insider that Jaguar's initial rebranding announcement did too much all at once, "overwhelming and confusing" the carmaker's long-standing audience.

And, in releasing its concept car this week, Jaguar didn't do enough to ground its new ethos in reality, Joannides said.

Joannides, who's worked with Jaguar competitors like Maserati and Lotus, argued that the concept car's features, like the rear with no window and the brass-toned divider running through the middle of the cabin, are impractical and bizarre.

"By showcasing a production model with more realistic features, Jaguar could have conveyed its vision more effectively and provided tangible evidence of its direction," Joannides said. "As it stands, the concept car feels superficial and gimmicky, like a desperate attempt to be different without any real substance or coherent strategy."

Joannides said that while Jaguar's initial teaser video was "certainly audacious," the final product would be what matters.