

Range rover advertisement

[Business](#), [Marketing](#)



The paper "Range Rover Advertisement" is a wonderful example of an essay on marketing. The advertisement considered for discussion has been retrieved from the internet via a YouTube link. It captures Range Rover's model known as Evoque, which can pass over a bump where other car models are unable to go through. In short, the ad undermines other vehicles while crediting Evoque to have the capacity to pass through a bump, which other vehicles cannot manage. Range Rover Evoque is portrayed as a flexible vehicle, which can bypass a bump safely. From the video, it is apparent that target buyers are shown what the Evoque car model can do whenever there is a bumpy obstacle. The claim is credible because the marketing strategy offers the Evoque model a competitive advantage to any other model that may be existing in the market. Further analyzing the technique, it used to go over the bump, it did not directly approach it. Instead, it went sideways, and then deftly maneuvered the barrier. However, the first car, though the model was not revealed, had tried to approach the obstacle directly, but it did not manage to bypass the hurdle. Maybe, if it had used the same technique utilized by Evoque, then it would have passed safely (Mills and Grotto, 2017). On the whole, in a competitive environment, Evoque emerges on top as far as the ad is concerned (Bodhani, 2014). In this case, the target buyers would be convinced that they have the right ride. In the final analysis, the advertisement encompasses a better competitive mileage in the motor vehicle industry. It can easily convince a buyer to avoid other car models and go it since the video portrays it as suitable for bumpy terrains. From the video, Evoque has a unique advantage from other models, and this creates a competitive advantage.