

“Quests for Meaning”

Every adventure has a purpose.

Discover yours.

Overview

The Washington Post's intellectually curious readers are deeply interested in the world around them, appreciative of functional luxury and desirous of experiences that open their eyes and expand their horizons. Personally and professionally, they're driven by a search for meaning and purpose—in other words; it's less about the when, where or how of a journey and more about the *why*.

WP BrandStudio will build awareness of Land Rover through engaging content that empowers readers to identify their personal source of fulfillment—and then guides them through an immersive adventure that's custom-tailored to provide it.

Execution

We'll tell this story through multimedia executions that organically integrate the Land Rover brand and messaging. Content could include:

- **Rich-media article**
- **Interactive quiz**
- **Immersive video**

Content Details

Rich-media article

Blending journalistic narrative with engaging graphics and data visualizations, we'll take an insightful look at the psychology of fulfillment at home, at work and at leisure. How does being in a group (family, friends, colleagues, teammates, neighbors) make a difference? We'll look at different sources of meaning and fulfillment, such as:

- Immersion in different cultures
- Enjoying nature
- Achieving a goal
- Physical and mental escape
- Fostering meaningful relationships
- Making an impact

Interactive quiz

Using a format that's highly popular with the Post's audience, a quiz helps readers learn what motivates them in moments big and small.

- Readers answer self-discovery questions about how they prioritize different sources of meaning (discussed in the rich-media article)
- At the end of the quiz, they receive a profile with insights on finding their source of meaning
- Motivations are*:
 - To **escape** through mental and physical immersion in other cultures and nature
 - To **explore** different cultures and nature
 - To **evolve** by fostering meaningful relationships and making a positive impact on other cultures and nature

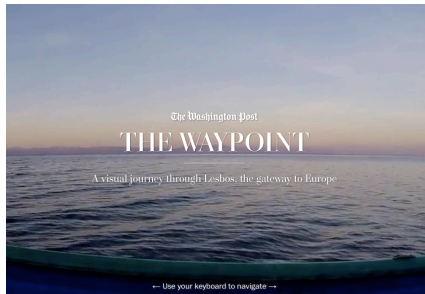
* Achieving a goal can be folded into any of the three primary motivations

Content Details (cont'd)

Immersive video

Inspired by “The Waypoint,” a groundbreaking *Washington Post* editorial execution, readers experience a multimedia journey of their choice.

- From an entry point, readers choose among three adventures that align with the different sources of meaning revealed in the quiz
- Each adventure consists of a linear video with voiceover and text narration as well as “hotspot” opportunities to learn more about people and objects through content such as interviews, photos and maps



Execution inspiration:
[The Washington Post's
 “The Waypoint”:](https://www.washingtonpost.com/graphics/world/lesbos/)
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- Adventures are unusual and unique destinations/ activities that are achievable and inclusive of the groups that the Land Rover target enjoys sharing experiences with
- Adventures require a Land Rover for transportation and/ or participation; vehicle will be organically integrated into video footage

Sample adventures:

- **ESCAPE:** Find unconquered waves on a road trip to America’s most remote surf sites
- **EXPLORE:** Challenge yourself on a cattle drive through wide open spaces while immersed in the culture of an authentic cattle ranch
- **EVOLVE:** Help a community of scientists and locals study gray whales in Alaska

