



Survival Guide

the most extreme environments known to man. An experienced driver can quickly succumb to the harshness of the desert.

Between Land Rover and its target audience, we created a campaign as a giveaway to all Land Rover owners. This guide not only gives you a survival manual in the desert but as a last resort, you can also eat it.

Printed on 100% of edible paper and ink, its metal binding can be used as skewers, a whistle, or a signal for help.

Land Rover owners are now embracing their sense of adventure, and this campaign has forced the brand's off-roading capabilities in consumers' minds.



# LAND ROVER EDIBLE OWNERS MANUAL

Land Rover Dubai wanted to stress the importance of their survival guide to new and existing customers and in order to make it stand out and grab customers' attention, they made it edible.

Land Rover used the campaign to appeal to their adventure-loving drivers whilst remaining safe with Land Rover. How else do you show you care? You feed them. Land Rover printed the book on edible potato starch paper using a glycerine-based ink and sent it out to 5,000 existing and new customers as a supplement to the owner's manual.

40% UPLIFT IN SALES

37% TEST DRIVES IN THE UAE INCREASED BY