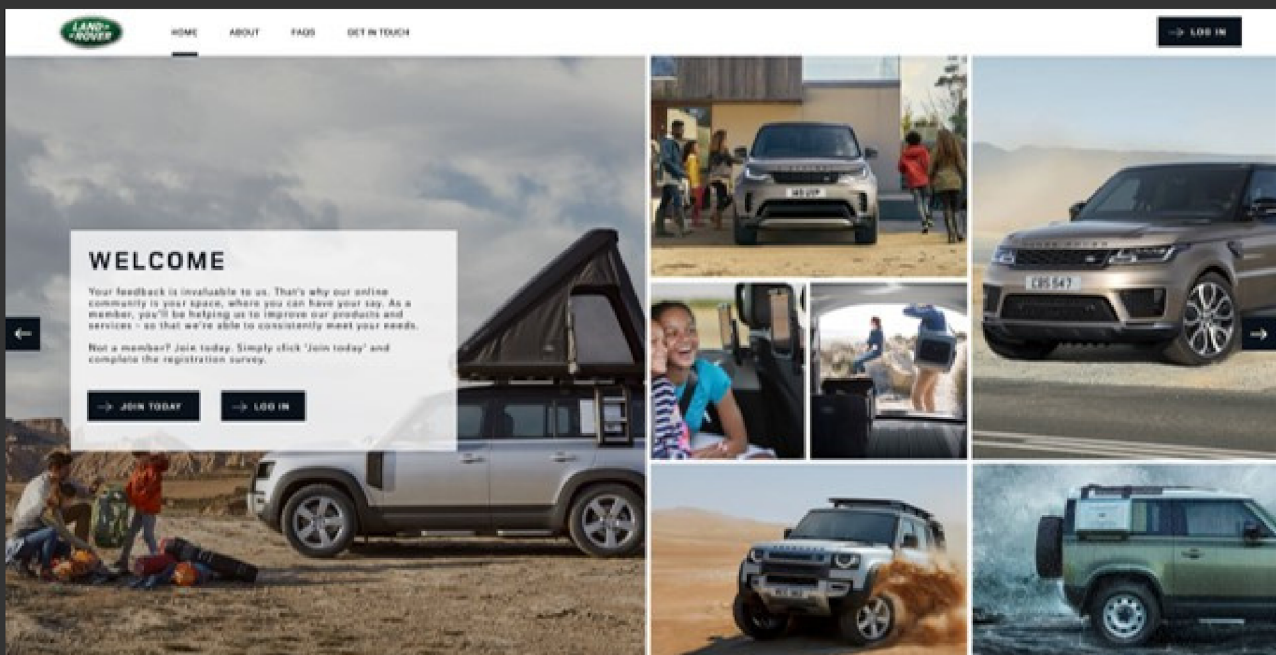


Land Rover

When Landrover were looking for an insight community, we assumed that above and beyond car fanatics there would be subjects around day trips, camping and general off-roading and envisaged a lot of rough edges and dirt marks in the graphics. By being less visually literal about the car we hoped to appeal to a broader audience, but instead the team at Land Rover were quite insistent on something sleek and elegant with a heavy use of product images and so the result is what you see below. I always start off with three design choices and this was definitely the safest of the three, but I work at the behest of my clients.





Alex Smith

LEVEL 1

41%

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Member since:

July 2021

Activities completed:

25

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5

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Tell us about your experiences.

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QUICK POLLS

When did you last purchase a new car?

Please make a selection:

LAST 6 MONTHS

THIS YEAR

LAST YEAR

3 YEARS AGO

5 YEARS AGO

SUBMIT

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TOP POSTS

LATEST NEWS



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Username



Alex Jones

LEVEL 1

41%

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As well as posting comments in the box provided, you can also upload pictures, videos, files and audio clips. Don't forget to reply to other member posts as well as 'like' their comments.

Within a discussion room, different 'topics' will be displayed down the left hand side. We would like you to click on as many as you like and comment away.

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DISCUSSION TOPICS

Select a topic to join.

Subject number 1

Subject number 2

Subject number 3

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