

Text for Concept guide:

Overview

Jaguar Land Rover is a brand that is well known for its distinctive heritage and position as the premier British automotive manufacturer. We were appointed by Jaguar to organize a never-been-done before stunt in Beijing in August. This was part of Jaguar's annual high-performance, F-PACE SUV Challenge series which was in its third season. The objective was to raise awareness for the F-PACE through dangerous and difficult stunts. Our overall theme was based on "Dare to Challenge". It was more than a concept to our entire team; it was a "Can Do" attitude that helped everyone through the many obstacles that we faced to create this stunt.

The biggest challenge for us was how to create a new idea based on the challenge series activities of the two seasons before in a really short time. This time, we increased the level of difficulty by using two SUVs instead of just one (Jaguar F-PACE and E-PACE) and a gigantic near-vertical (75-degrees) steel cage. In addition, the drivers of both cars were subjected to forces up to three times that of gravity.

Challenges faced & our solutions

1/ Limited time period

Uniplan was nominated for this project in late June, 2018. We were given only 45 days to bring everything to life on August 15, 2018.

2/ Venue Constraints

From day one, we wanted an iconic location in Beijing to capture the attention of not only the Chinese audience, but also the rest of the world. It had to be well-known and also hold significance in China. After a comprehensive search, we selected the Bird's Nest, Olympic Stadium, as a backdrop for our live event.

3/ Design and Construction

The highlight was the 8-meter-high, near vertical (75-degrees) steel cage structure weighing 150 tons. As there were no existing blueprints available anywhere in the world, it had to be custom designed and built. As safety was our priority, an external consultant estimated that it would take two and a half months for construction alone. We managed it within 210 hours. Each steel joint was painstakingly and individually welded by hand. To add to the excitement, we erected two telephone-

pole sized Tesla (electromagnetic) coils, which threw electric bolts on both sides of the steel cage during the live stunt to thrill audiences and enhance the visual impact.

4/ 2-Car challenge in the stunt

The biggest challenge was completing the stunt challenge as there were many uncertainties revolving around the construction of the cage, the cars' weight and grip on the cage surface. The next hurdle was syncing the timing of the 2-car chase challenge. The drivers were unable to see each other and had to rely on the stunt coordinator to keep each car at 180 degrees of each other. This was one of the hardest to achieve especially at night where the 2 cars cannot be differentiated. We simply couldn't tell which car to speed up or slow down. We later solved this by labelling the bottom of the cars with different LED colored lights.

5/ Unpredictable weather

Bad weather hampered our construction and rehearsals throughout the whole process. We had to endure 40 degrees Celsius heat to torrential rains. We had to have 24-hour standby contingencies to deal with any unforeseen circumstances.

Both stunt drivers had less than 3 hours to practice before the event. On the actual day, both performed flawlessly without any technical glitches. Making it look so simple and effortless.

Results

On the event day, the turnout was 350 people with about 60% participation rate in the different interactive zones. The most popular station was the stunt driving test with 40 people having an edge-of-seat sensation of the F-PACE being driven at an incline.

The stunt performance was streamed live and had over 15.6 million online viewers: (Yiche: 140,000; Tencent: 2,576,066; Netease: 4,496,666; Tautiao: 8,416,316).

The success of this stunt would never have been possible without the staunch support of our client Jaguar and our strong team spirit in daring to make this challenge a success.