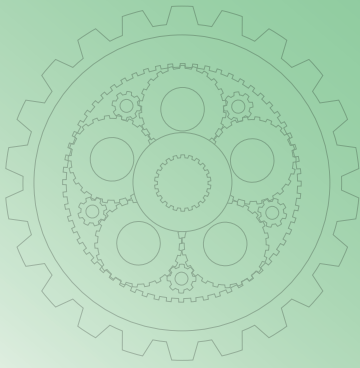


INSPIRATION CARD:

Copy nothing



JLR CREATE
POSSIBLE

INSPIRATION CARD:

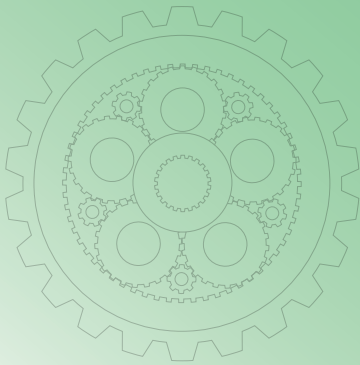
**Creative
connections**



JLR CREATE
POSSIBLE

INSPIRATION CARD:

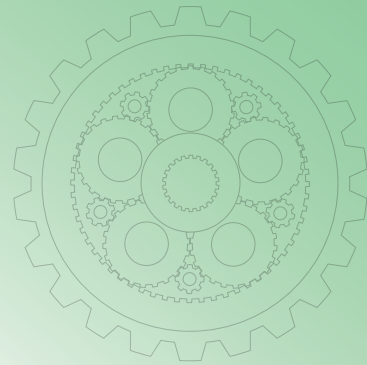
Famous faces



JLR CREATE
POSSIBLE

INSPIRATION CARD:

Solve problems



JLR CREATE
POSSIBLE

INSPIRATION CARD:

**Be a good
neighbour**



JLR CREATE
POSSIBLE

INSPIRATION CARD:

**Inspiration is
all around**



JLR CREATE
POSSIBLE

#2 Inspiration

Reimagining:

The Range Rover team reimagined the traditional car showroom to create a luxury immersive experience, where clients can stay overnight in the hotel or take part in events like cooking classes and music lessons.

How could your challenge create a deep and memorable connection with customers?

#1 Inspiration

Blue sky ambition:

JLR is committed to being bold and doing things that have never been done before.

How could you make your idea unlike anything else that exists?

#4 Inspiration

Innovation is about meeting human needs:

JLR is developing its self-driving systems to elevate the luxury experience for its customers: creating a safer, more efficient, and stress-free way of driving. Technology is enabling this but the true innovation starts with rethinking the customer experience.

Who is your audience and what benefits will your idea bring to them?

#3 Inspiration

Celebrity ambassadors:

To celebrate 50 years of Range Rover: Land Rover and heavy-weight champion Anthony Joshua joined forces to create unique snow art in Sweden. The stunt helped to celebrate the star-quality, leading innovation of the brand's luxury SUVs.

Who could be the perfect ambassador for your idea?

#6 Inspiration

Adapting winning solutions:

JLR took inspiration from the aviation industry to design its road-vehicles. One technology brought to the road was the disc brake, adapted by Jaguar to racing cars in the early 1950s, helping them win the 24 Hours of Le Mans in 1953.

Great ideas are all around us. Don't be afraid to look outside of the industry you're thinking about for inspiration.

#5 Inspiration

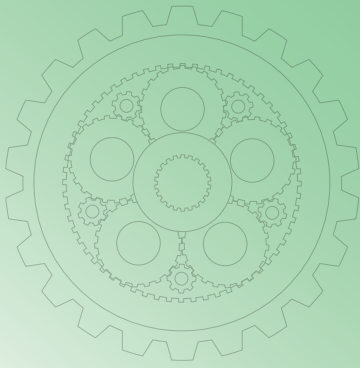
Ethical considerations:

2024 marked 70 years of partnership between Defender, the British Red Cross and IFRC, making it one of the longest charity partnerships in the world. Since then, the partnership has helped a staggering 2 million people to prepare for, respond to and recover from crisis in more than 50 countries.

How could your concept help others? Think about the ethical implications of your idea.

INSPIRATION CARD:

Sustainability



JLR CREATE
POSSIBLE

INSPIRATION CARD:

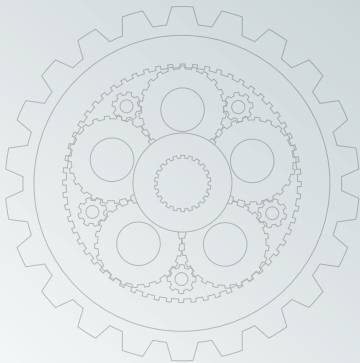
Partners with similar values



JLR CREATE
POSSIBLE

RESPONSE CARD:

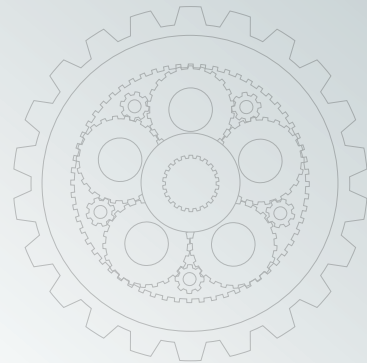
Video



JLR CREATE
POSSIBLE

RESPONSE CARD:

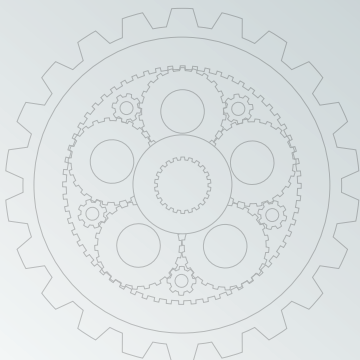
Poster



JLR CREATE
POSSIBLE

RESPONSE CARD:

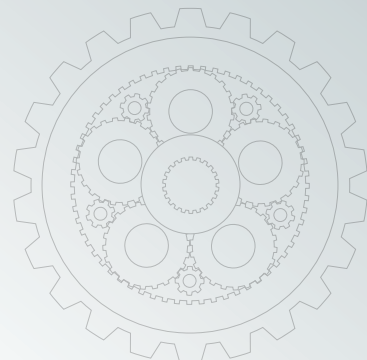
Written document



JLR CREATE
POSSIBLE

RESPONSE CARD:

3-D Model



JLR CREATE
POSSIBLE

#8 Inspiration

Event partnerships:

Defender has sponsored large scale events like Glastonbury because they share a belief in outdoors living. Having been in attendance back when it all began in 1970, Glastonbury and its artists, performers and organisers have valued Defender's capability and dependability for decades.

Are there any big moments or events in the year that could be a good fit for your campaign?

#7 Inspiration

Consider your impact on the world :

Using recycled materials (and at scale) helps to reduce emissions, eliminate waste and increase security of supply. In 2024, JLR's Circularity Lab produced a new seat foam for its luxury vehicles with recycled content, a first in the automotive industry.

Think about the environmental impact your idea may have – is there a way you can limit this?

#2 Response

Create a poster to present your concept

#1 Response

Create a 3-minute video to present your concept

#4 Response

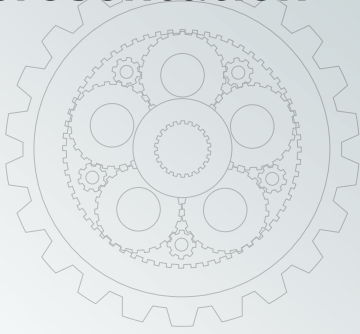
Create a three-dimensional model

#3 Response

Present your concept through a one-page written document

RESPONSE CARD:

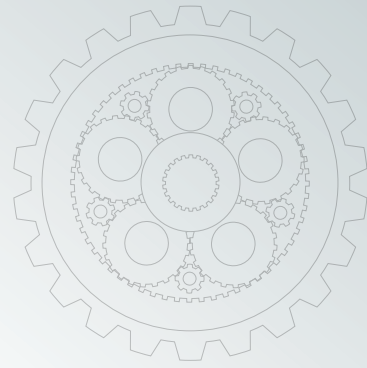
PowerPoint presentation



JLR CREATE POSSIBLE

RESPONSE CARD:

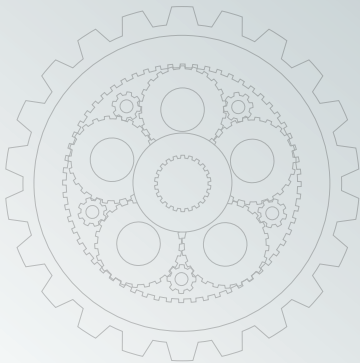
Storyboard



JLR CREATE POSSIBLE

RESPONSE CARD:

Song or rhyme



JLR CREATE POSSIBLE

RESPONSE CARD:

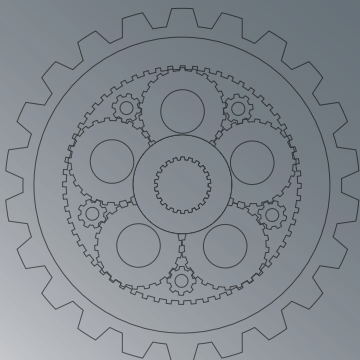
Drawing or illustration



JLR CREATE POSSIBLE

RULE CARD: #1

Forming groups



JLR CREATE POSSIBLE

RULE CARD: #2

Working collaboratively



JLR CREATE POSSIBLE

#6 Response

Create a
storyboard to show
how your idea will
come to life

#5 Response

Create a
compelling and
visually engaging
PowerPoint
presentation

#8 Response

Draw your idea.
You may not
include any words
in your drawing

#7 Response

Create a song to
clearly explain and
present your idea

#2 Rule

**Treat everyone with
kindness and consideration.**

“Remember everyone has a
different way of working and
communicating. The best
teams let everyone’s voice be
heard.” – JLR

#1 Rule

Get into teams of 3-5.

**Discuss what roles each of
your team will take during
your challenge.**

“Everyone has different
viewpoints and strengths. A
successful team is one that
brings these together in a
cohesive way.” – JLR

RULE CARD: #3

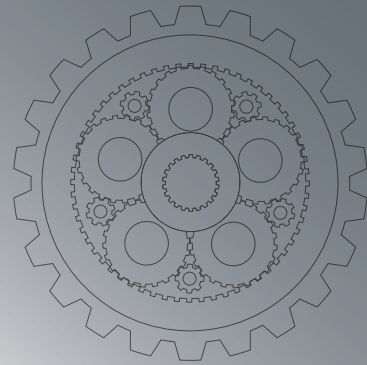
Understanding and ideation



JLR CREATE
POSSIBLE

RULE CARD: #4

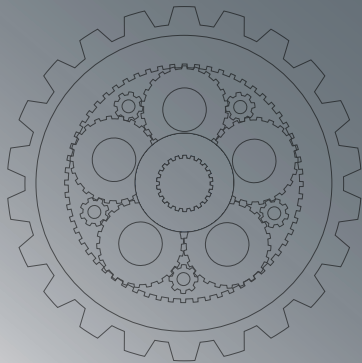
Planning



JLR CREATE
POSSIBLE

RULE CARD: #5

Research



JLR CREATE
POSSIBLE

CREATORS' CHALLENGE CARD:

Sustainability challenge



JLR CREATE
POSSIBLE

CREATORS' CHALLENGE CARD:

Marketing challenge



JLR CREATE
POSSIBLE

CREATORS' CHALLENGE CARD:

Futures challenge



JLR CREATE
POSSIBLE

#4 Rule

You have 30 minutes to complete your challenge.

“Planning is a great way to think about how you might approach the challenge and meet deadlines. Take a moment to complete your planning template.” – JLR

Ready? Set? Go!

#3 Rule

In your groups, read and discuss your challenge. What are your initial thoughts?

“At JLR we always start with ideation – it’s important to hear everyone’s ideas, however big or small as this spark new thoughts and approaches.” – JLR

#1 Creators’ Challenge

At JLR, we are making our business greener, but sustainability is a continuous journey, and we are always looking for new ways to achieve our climate goals.

You are a sustainability expert at JLR. Come up with a way to make the newest vehicle more sustainable.

#5 Rule

Start by conducting some research relating to your challenge.

“Research is important for understanding the lay off the land – what’s already been done, what’s planned and the history behind previous decisions.” – JLR.

#3 Creators’ Challenge

You work at JLR and are researching what the ‘future of mobility’ might look like and how people might travel and connect in 2075.

Plan the next steps for how JLR can support people living in your hometown 50 years from now.

#2 Creators’ Challenge

You are in charge of marketing for JLR. You must come up with a new idea to help more people know about the JLR brand and make money for the business.

Once you have come up with your idea, your challenge is to create something summarising your idea to present to other JLR teams to get their support.

CREATORS' CHALLENGE CARD:

Creative Design challenge



JLR CREATE
POSSIBLE

CREATORS' CHALLENGE CARD:

Technology challenge



JLR CREATE
POSSIBLE

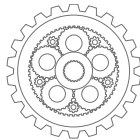
SCENARIO CARD:

Sustainability

The Government introduces a new, strict zero-carbon emissions regulation on all businesses. This affects all elements of a business.

How will your concept meet these regulations?

JLR CREATE
POSSIBLE



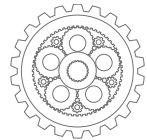
SCENARIO CARD:

Competition

You learn from the media that another company is planning something very similar to your own.

Do you do anything differently to adapt or stand out?

JLR CREATE
POSSIBLE



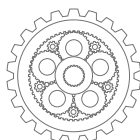
SCENARIO CARD:

Materials

Scientists discovered a revolutionary new material that could help improve your idea and get it off the ground.

What is this material and how could it be useful to your idea?

JLR CREATE
POSSIBLE



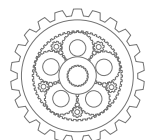
SCENARIO CARD:

Collaboration

An industry-leading company has heard about your idea and is interested in partnering with you on your project.

Who is this partner and how will their expertise and their collaboration enhance your idea?

JLR CREATE
POSSIBLE



#5 Creators' Challenge

You are one of JLR's technology experts. You have already developed lots of technology for the cars, including software in the self-driving vehicles.

You and your team need to use AI to develop a new app for customers that helps give them the best possible experience or supports some aspect of their JLR vehicles.

#4 Creators' Challenge

You work in JLR's cutting edge design studio and have been tasked with designing and launching a brand new vehicle.

The aim is to make the most user-friendly, accessible and beautiful vehicle of all time- and then run a brilliant event to tell people about it.

You need to apply all your creativity to every aspect of the vehicle and customer experience.

#2 Scenario

How will you differentiate to come out on top?

#1 Scenario

Adapt your project to comply with new zero-emission rules.

Brainstorm alternative materials, methods, or designs that reduce environmental impact.

#4 Scenario

Explore the benefits of collaboration.

How could your project benefit from other companies and their expertise?

#3 Scenario

Decide what this material is and how it would be useful to their idea.

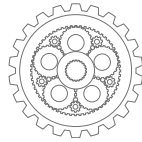
Are there any potential shortcomings in your plans?

SCENARIO CARD:

Technology

A critical system goes offline unexpectedly – its integral to your concept.

What is your workaround?

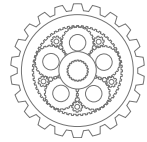


SCENARIO CARD:

Stakeholders

You've just got a message that the CEO has heard about your concept and is interested in it! They want you to present it to them.

Will you change your idea at all? What do you think is most important to them?

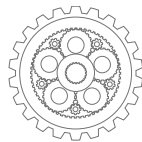


SCENARIO CARD:

Cost (negative)

Your budget has been cut by 50%.

What changes will you make to ensure your concept still gets off the ground?

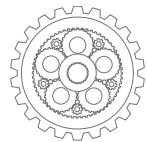


SCENARIO CARD:

Cost (positive)

A philanthropist has decided to fully fund your project, removing all budget constraints.

How will you enhance your concept with the additional resources?

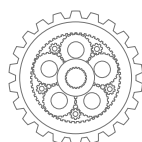


SCENARIO CARD:

Supply chain disruption

There's been a global incident and your key provider no longer has the materials/tech you need to deliver your concept.

What do you do?



#6 Scenario

Think about your audience, who will use your product (known as the end-user).

How will your answer/ concept/idea need to differ when we think about audiences?

#5 Scenario

Quickly find a solution to keep your project on track.

It's always good to have a back-up plan and different options.

#8 Scenario

Rethink your project without financial limitations.

Dream big but remain focused on your core objectives.

#7 Scenario

Reassess your priorities and make strategic decisions about where to cut costs without sacrificing quality.

What could you remove from your project?

#9 Scenario

Global supply chains are complex. How will you navigate the unavailability of key components?

Find alternative sources or redesign your project to use different materials.