

# JCNA Marketing Committee Report

Submitted:

Mark Mayuga, Chairman, Nedra Rummell, Co-Chairman

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Marketing is the art of telling a story that convinces someone or a group of people to either participate, purchase, learn about, or consider a product or service. JCNA is such a product. It offers information, events, opportunities, personal relationships, technical help, management, and social interaction. Kurt Jacobson, Seattle Jaguar Club, submitted a well-crafted marketing plan several years ago to the JCNA Executive Board and Regional Directors. This document defined a path forward into JCNA's future and how we get there. The JCNA Marketing Committee initiated meetings after the 2023 AGM. Their purpose was to define elements of that Marketing Plan that would assist in the growth of club memberships, increase advertising of related business services, expand driving events, promote JCNA value programs to the membership/clubs, identify new potential members from non-traditional sources, social media campaigns, and the value of personal contact.

After several meetings the theme was evolving. These areas became the focus of the committee. **First**, revise the JCNA Website to reflect a more personal and people organization. The current HOME PAGE Website needs revision to reflect a member-oriented club. Pictures of members enjoying social events, participating in driving events, and articles from local clubs add warmth to the website. **Second**, update the JCNA Rally and Slalom programs to reflect the interest in more driving events and the influx of older modern JAGUAR ownership. **Third**, leverage social media platforms and seriously consider an electronic JAGUAR JOURNAL. This would add more diversity in advertising, more local club articles, full colour pictures, a broader reach to potential new members, reduce production costs, and feature current articles from the local club newsletters.

The JCNA Marketing committee will focus on promoting the revised JCNA Rally Program. John Corey, chairman, will work with the committee to update the 40-year-old program to make it more user friendly. One idea that the committee introduced was the combination of a rally/tour. This combined event allows participants to either choose a TDS or Monte Carlo format or simply tour. All the while, learning the procedures of average speed, timing, route instructions, and check point timing.

Next, the committee will work with John Larson to revise the slalom program. The biggest challenge has been securing a location. JCNA insurance covers most requirements by location owners. The challenge was venue access. Possibly partnering with other car clubs to off-set use fees, or other SCCA club venues.

And third, to work with Nicole and Rob Thuss on the JAGUAR JOURNAL printed and electronic versions. The printed JCNA JAGUAR JOURNAL has been a fixture since 1958. JAGUAR CARS INC.'s representatives, Mike Cook and Fred Horner, were the editors for many years. The format was created by JAGUAR CARS INC. and the use of the logos, product names, pictures, formats, advertising space, and articles were dictated by JAGUAR CARS INC. Today that relationship is changing and JCNA and JLR must evolve. JLR has decided to go up market with their product line, fewer models, higher dollar value, and fewer dealerships. JCNA must also evolve with no support from JAGUAR LAND ROVER (JLR) at present, we should create a more aggressive advertising campaign, open the publication to a major format revision, consider the benefits of an electronic version to allow for more advertising reach, expanded articles, more pictures, shortened lead times resulting in more relevant articles, monthly event announcements, and other benefits. Electronic versions will allow clubs to post their monthly events thus offering expanded member participation.

The committee is ready to roll up their collective sleeves and get to work!

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