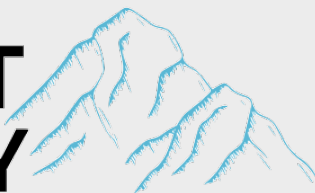




**SUMMIT
AGENCY**



Somewhere in the mountains.

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AGENCY

Emma Atkinson - Account Manager



Emma is currently in her third year at Quinnipiac University pursuing a Bachelor's degree in Advertising and Integrated Communications. With a minor in Fine Arts and working towards a Public Relations graduate program, Emma loves creating content that excites while remaining tactical about creative approaches. An organized and detail oriented individual, she strives to work creatively with clients to give their brand the direction and strategies it needs to reach their goals.

Katie Crowell - Media Manager



Katie is a third year student at Quinnipiac University currently completing a bachelor's degree in Advertising and pursuing a master's degree in Interactive Media and Communications. Katie is passionate in her field, with many interests ranging from creative strategy and direction to social media management and content creation. In every project, she values authenticity and taking new, unique approaches to ensure a strong and successful campaign.

Brianna Mejia - Marketing Coordinator



Brianna is currently in her 3rd year pursuing her Bachelor's degree in Advertising and Integrated Communications. Her love for creative writing and design has motivated her to also pursue an accelerated Master's Degree in Interactive Media and Communications. Outside of the classroom, Brianna is a School of Communications Student ambassador and secretary of Order of Omega honor society. She also enjoys blogging and painting in her free time.

CREDENTIALS

Jacob Pantos - Research Analyst



Jake is a senior advertising major and media studies minor. Jake loves to be creative in his work and likes to express his thoughts and narrative skills by being descriptive yet precise. His organizational skills help him deliver smooth and successful pieces of work.

Heather Popovics - Creative Coordinator



Heather is in her third year at Quinnipiac University. She is obtaining her bachelor's degree in Advertising and Integrated Communications. She will also be receiving her MBA while at the university. Heather is extremely passionate about her field of study and is excited to see what future projects will bring her. In her spare time, you can catch Heather singing in the Legends A Capella group on campus, as well as running various social media accounts for different companies.

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CAMPAIGN SCOPE

Client: Jeep

Campaign Timeline: September 2021 – February 2022

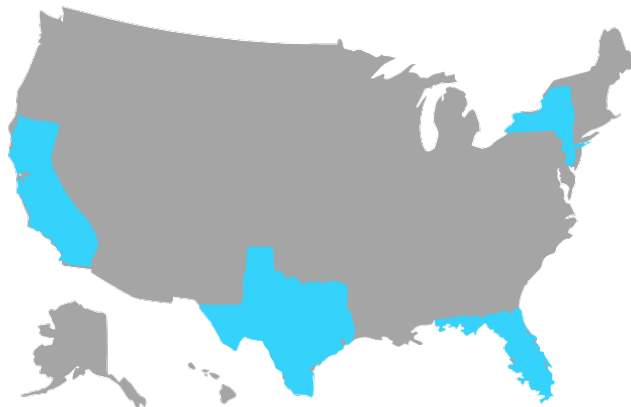
Budget: \$50 million

Locations:

- ⚡ New York
- ⚡ New Jersey
- ⚡ California
- ⚡ Texas
- ⚡ Florida

Campaign Objectives:

- ⚡ Increase Brand Awareness,
- ⚡ Test Drives
- ⚡ Purchases in the US Market



EXECUTIVE SUMMARY

The following documents contain the campaign model for the release of the Jeep Wrangler 4xe from September 2022 through February 2022. The research conducted showed that the 2021 Jeep Wrangler 4xe is unlike anything on the market, as one of the first hybrid off road SUVs. Further research was conducted in order to compile a geographic analysis of Jeep Wranglers and electric vehicles. From this it was determined that this would be a national campaign, focusing the majority of strategies on key states in the West Coast, South Western, South Eastern, and North Eastern regions, as there is robust potential to have key markets in these areas.

Our primary target market for this campaign includes individuals within the ages of 25-35 who are environmentally friendly, outdoorsy and adventurous. Individuals within this age range are more inclined to invest in a hybrid vehicle as they are receiving steady income and are financially stable. Our secondary target market focuses on individuals within the ages of 35-50 who are either already Jeep consumers or are consumers of similar vehicles but are looking to spend less money on gas. They are looking for a modern and safe SUV that requires little maintenance, offers a quiet and smooth ride, and maintains value over time.

This campaign introduces Jeep into the electric vehicle industry with the new hybrid Jeep Wrangler 4xe, while emphasizing the Jeep quality and capabilities that consumers know and love. The 4xe is no different than the American made, rugged trucks and SUVs that Jeep has always offered, with a hybrid engine to provide better capability and reliability, so the Jeep community can travel further than ever before. It's the same Wrangler it's always been with no compromises, and better features, with the ability to save money on gas and the environment. The "Jeep Wave" is now stronger than ever, with a community of American made off-road vehicles that reach new heights and go further than ever before so you can truly go anywhere and do anything.

SITUATION

Brand Analysis

History

Founded in 1941, the Jeep brand originated as a manufacturer of automobiles for the US military.¹ During World War II, the United States War Department needed a small reconnaissance vehicle for the war front.² Eventually, Willys-Overland, of Toledo, Ohio, would produce the Willys Quad, now known as the Jeep, that was used by the military. After many purchases of the Jeep brand, it was eventually bought by Fiat Chrysler Automobiles, which still owns it today. Jeep's current slogan is, "Go Anywhere. Do Anything." Jeep recognizes this phrase as a "way of life" to its consumers. As part of its "Go Anywhere, Do Anything" campaign, Jeep mapped out the most inaccessible areas for voters in India based on distance, landscape, and accessibility. Jeep then provided rides to polling stations for Indian people who had long and difficult walks to the nearest polling booths. Jeep made sure to provide numerous rides for these people and most of them were able to cast their votes for the first time ever.³ Overall, Jeep wants to position itself as the brand that can get you to the places you need to be and that the 'sky's the limit' when you get there. In addition, Jeep positions themselves as a market leader in 4X4 technology, meaning that a Jeep can tackle any weather conditions or terrain. Jeep allows four-wheel drive to be used seamlessly within its vehicles. As Jeep evolves into the EV market, it's important for them to position themselves as a leader in this technology. Their products are known for their durability through all kinds of demographics. By pushing this 4x4 characteristic, Jeep can differentiate itself from competitors.



Products

Jeep offers a wide range of products including the Grand Cherokee, the Cherokee, the Compass, the Renegade, the Wrangler, and the Gladiator. Each vehicle encompasses the advanced 4x4 technology and uses smart features, such as Bluetooth.

The Jeep Wrangler 4xe was recently launched in 2021. Complete with the same features as a Jeep Wrangler, this hybrid vehicle uses innovative technology to utilize electric power without compromising the Jeep Brand. The three modes for this car are: the Hybrid mode, the Electric mode, and the eSave mode. Each mode provides a new way to explore while still making the most of your adventures. With a total driving range of 370 miles, the Jeep Wrangler 4xe will be able to effectively take you from one destination to the next.

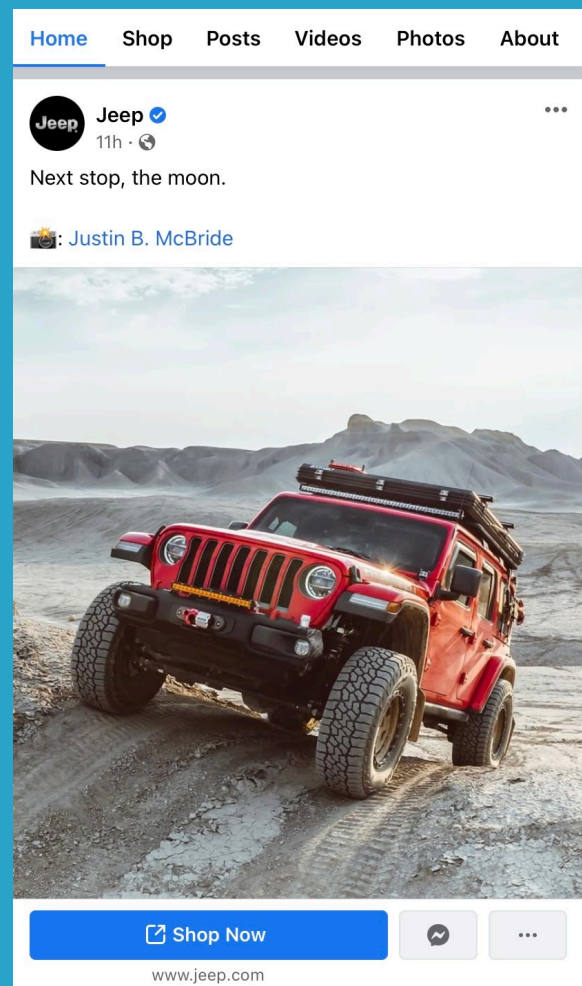
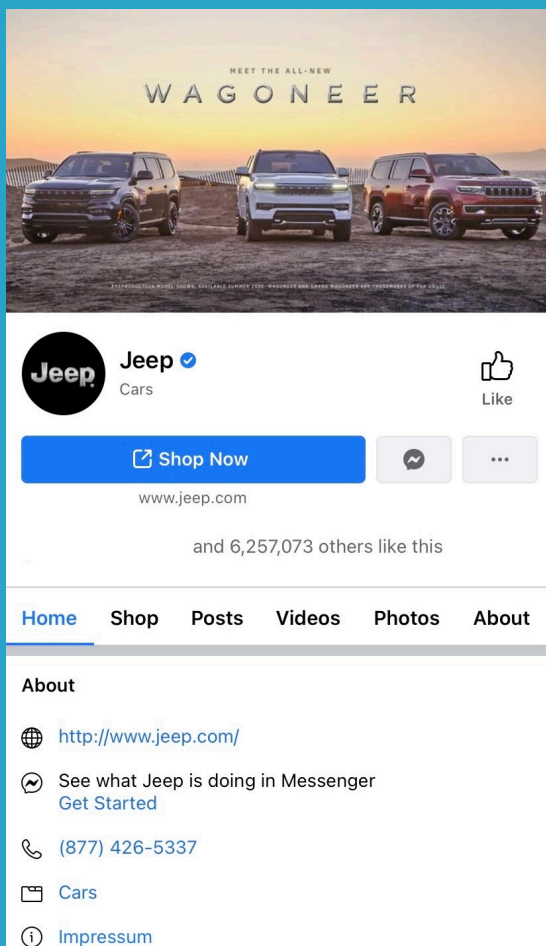
While looking into Jeep's website, it is apparent that the Wrangler 4xe is being positioned differently than the other vehicles. In fact, even the tab to click on the new hybrid is different. The 4xe is in a completely different font with the "e" being an electric, aqua blue. This not only differentiates itself from the other models but also draws a consumer's attention to this truck. When you click on this tab, you are brought to a picture of the new hybrid with a gorgeous sunset and canyons surrounding it. This is an extremely different picture compared to all the other models. Jeep makes this hybrid look glorified. Jeep is able to entice the consumer and draw them in with the visuals on this page. When you scroll down, the contrast between the black, white, and blue all really capture your attention. They use an x-ray type vision of the vehicle to showcase all the new features that are offered. This gives the customer much more insight as to how the vehicle works and what they are dealing with. Jeep effectively communicates to its audience about the new hybrid and how it is different from your normal Jeep. Overall, Jeep still establishes its brand in the same way. Jeep makes sure to emphasize that you can still go on any adventure you want with this new model.

SITUATION

Social Media Analysis

Facebook

- ⚡ 6.1 million followers, 6.2 million likes
- ⚡ Roughly 6 posts a week
- ⚡ Interested + engaged audience
- ⚡ No hashtags used on posts



ANALYSIS

Instagram

- ⚡ 6.8 million followers
- ⚡ 50-100k likes per post
- ⚡ 5-6 posts per week
- ⚡ 200 - 400 comments

Bio: "There's always more to see out there. This is the official Instagram account for the Jeep brand."

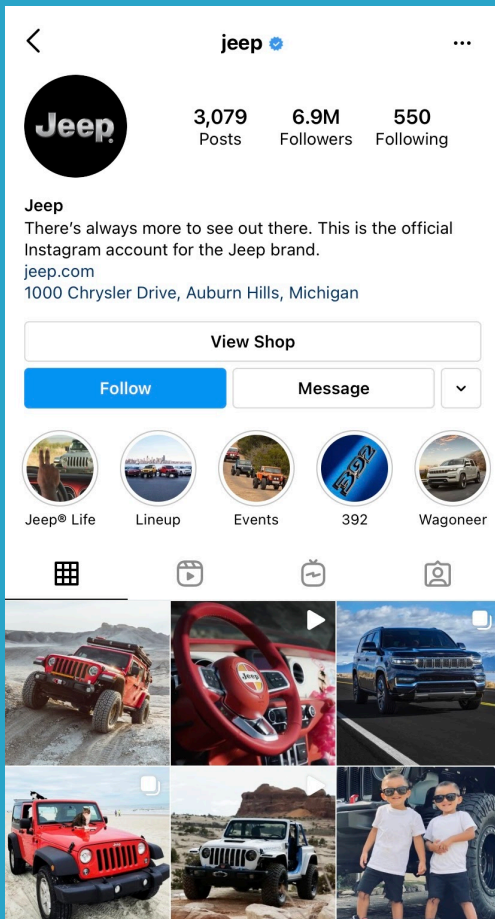
Most engaged posts are videos, posts revealing new models, or heart.

They do not respond to comments

Posts depict vehicles in the wilderness and on the road, highlighting their ruggedness and offroading abilities.

Hashtags:

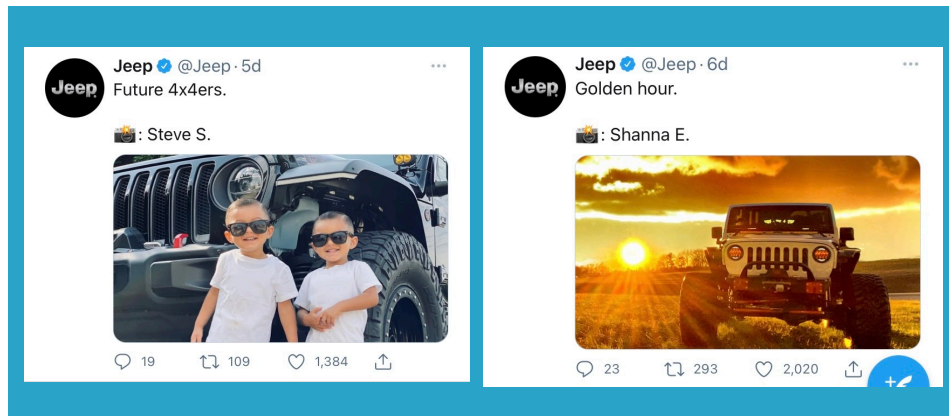
- ⚡ Approximately 10 used per post
- ⚡ Jeeplife, jeepfamily, itsajeepthing, jeeplove, jeep, authentic, freedom, adventure, #OlllllllO, and the model's name (Cherokee, Wrangler, etc.)



SITUATION

Twitter

- ⚡ 1 million followers
- ⚡ Replies to audience
- ⚡ Posts roughly 6 days a week



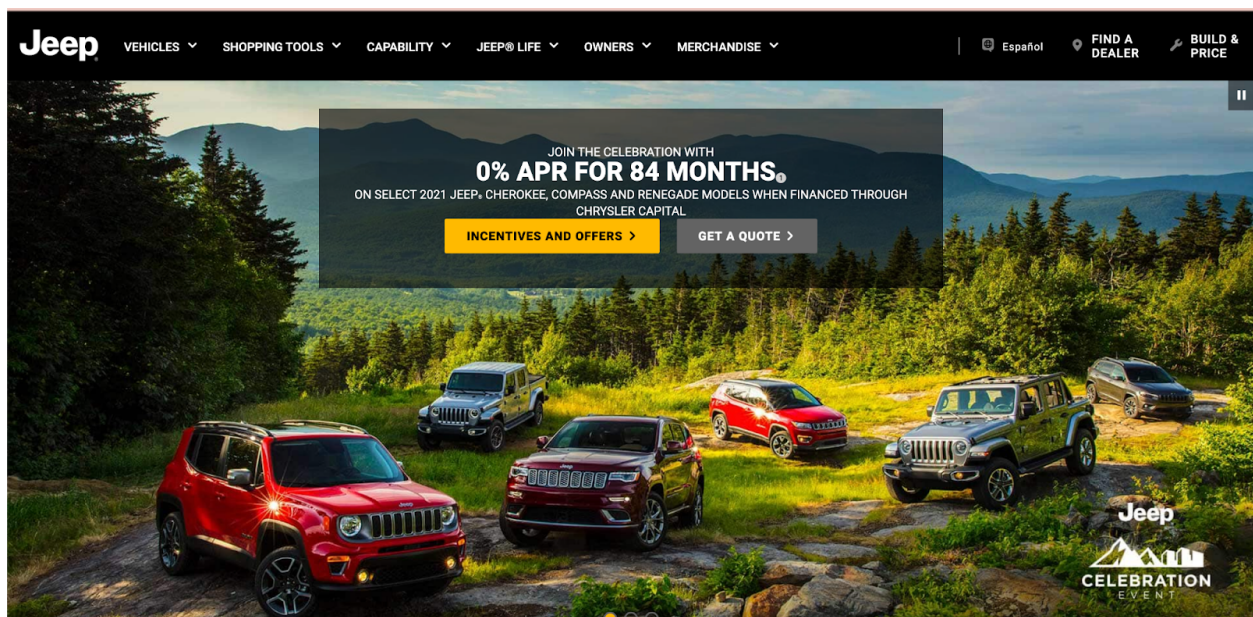
Website

Simple interface with clear, helpful menus

- ⚡ Pictures depict Jeep vehicles outdoors
- ⚡ Clean-cut lines
- ⚡ Black and white colors with yellow accents

Customers have the ability to browse each model, Jeep programs and rewards, the “Jeep life” history and community, merchandise, and more

- ⚡ Many filters are available in Shopping Tools tab, where customers can narrow down their preferences to search by cost, reach, and location submenus.



ANALYSIS

Market Analysis

The 2021 Jeep Wrangler 4xe is an electric SUV unlike anything on the market and is designed to target and exceed every electric or gas SUV in its class. This version of the Jeep still completely embodies what the Jeep brand is by being an adventurous, freedom searching, nature friendly vehicle. This SUV is great for the casual Sunday cruise, highway driving, and even off roading from the mountain terrain to the sandy beaches. As of right now the market for electric SUVs is very crowded with roughly 31 electric SUVs on the market right now with many more hitting the market within the coming years. The biggest and maybe most recognizable electric SUVs is Tesla with the Model X which costs about \$80,000 compared to the Jeep Wrangler 4xe being \$48,000.



SITUATION

Geographic DMA Analysis

According to EVAdoption⁴, as of 2018, California is the leading state in electric vehicle purchases by over 138,000 sales. Following California with sales in the 10,000s is New York, Washington, Florida and Texas.

A statista⁵ study from 2021 showed that North America is the most prominent market for Jeep sales of all models. The five states with the highest number of Jeep Wrangler drivers include Florida, Texas, New York, New Jersey, and California.

State	EV Sales 2017	EV Sales 2018	2018-2017 YOY Sales Increase	2017 EV Market Share W/in State	2018 EV Market Share W/in State	2018 vs 2017 YOY Share % Increase
California	94,873	153,442	61.73%	5.02%	7.84%	56.18%
New York	10,090	15,752	56.11%	1.03%	1.56%	51.46%
Washington	7,068	12,650	78.98%	2.51%	4.28%	70.52%
Florida	6,573	13,705	108.50%	0.52%	1.03%	98.08%
Texas	5,419	11,764	117.09%	0.39%	0.78%	100.00%

According to Global Market Insights⁶, California is the leading state in off-road vehicles sales. Florida and Pennsylvania also hold a significant market share due to their extensive off-road and ATV trails.

Statista⁷ shows that California, Florida, Texas, and New York are the leading states in car sales as of 2018.

Based on this research, we will be conducting a national campaign, focusing the majority of our strategies in the West Coast, South Western, South Eastern, and North Eastern regions. More specifically we will be focusing a significant amount of our tactics in California, Texas, Florida, and New York, as these are the states in which there is robust potential to have key markets. Our efforts in each of these states will be positioned to

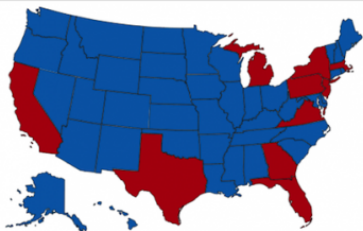
ANALYSIS

focus on the geographical differences in each area and show how the 2021 Jeep Wrangler 4xe can tackle any terrain, in any climate.

In California, we will focus on the beach and desert terrain in Southern California, as the beaches and deserts are what Southern California is known for by tourists and locals alike. Texas will have a focus on the plains and plateaus that cover the majority of the state, and will provide a perfect opportunity to exemplify the sheer distance that can be covered in the new Jeep Wrangler due to its hybrid capabilities. Florida's freshwater marshes, along the northern coastline and in the Everglades, are easily tackled by the Wrangler's 4-wheel-drive capabilities, and the mud is no match for the Jeep's rugged exterior. Upstate New York features the high peaks in Adirondack Park, with rocky and unpredictable mountain terrain that is easily navigated in the new Jeep Wrangler.



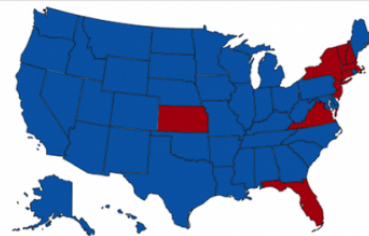
TOP 10 STATES WITH THE Highest Number of Wranglers (Total Drivers)



1. Florida
2. Texas
3. New York
4. New Jersey
5. California
6. Pennsylvania
7. Georgia
8. Virginia
9. Michigan
10. Massachusetts

TOP 10 STATES WITH THE Most Wranglers (Per Capita)

1. District of Columbia
2. New Jersey
3. Kansas
4. New Hampshire
5. Vermont
6. Connecticut
7. Virginia
8. Massachusetts
9. Florida
10. New York



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SITUATION

Competitive Analysis

Jeep has been a leading producer of trucks and off roading vehicles since World War 2. They produce a wide variety of products that range from more rugged off-roading vehicles to Luxurious SUVs. This puts them in competition with more luxurious car companies as well as more affordable models.

Jeep is owned by the Fiat Chrysler Automobiles which is the parent company of Chrysler, Jeep, Dodge, RAM, FIAT, and Alfa Romeo brand. Competitors to Jeep in the 21st century have included Suzuki, GMC, Toyota, Ford, Subaru, Chevrolet, Land Rover, and Mercedes. Many of these brands are now rolling out new electric vehicles that will be direct competitors with the Jeep Wrangler 4Xe. For example, Chevrolet Silverado 1500 Hybrid Truck, RAM 1500 Hybrid, Toyota Hybrid A-BAT, and the Mercedes-EQ electric line.

The 2021 Jeep Wrangler 4xe is a hybrid truck that brings on a new set of competitors as Jeep enters the electric car market. Not only is Jeep in competition with electric car companies, but they are also in competition with more well known brands who are starting to roll out electric and hybrid options. The companies who produce strictly electric and hybrid vehicles have been in the market for approximately 18 years, such as Tesla Motors. Newer companies have been around for less than 10 years which includes Nikola, Rivian, and Faraday Future.

We decided to focus on the below models because they are classified as trucks and have similar features to the Jeep Wrangler 4xe. Hummers and Ford F-150 have always been compared to Jeep Wranglers for their towing and off roading capabilities. The Tesla Cybertruck and Rivian R1T are two of the most advanced electric trucks on the market, and their technology features are comparable to what the Jeep Wrangler 4xe has to offer.

ANALYSIS

GMC Hummer EV

Jeep has always been in direct competition with Hummer, but the new Hummer EV comes decked out with technology features such as an underbody camera, an extract mode that lifts the car 6 inches, 1,000 Horsepower, and an infinity roof. This truck is fully electric compared to Jeep's new hybrid model.

Electric Ford F-150

The Ford F-150 is one of the most famous trucks on the market, so the electric version is already set up for success. The truck can top 200 miles on a full charge compared to Tesla's 300+ with its Cybertruck model.

Tesla Cybertruck

Tesla's Cybertruck has more features than just its shocking exterior design. It's features include an "impenetrable exoskeleton", accelerates 0-60 in less than 2.9 seconds, and a range of 500+ miles (with Tri motor AWD). Tesla is the leader in electric cars for a reason, and their cybertruck continues to crush competition with its features.

Rivian R1T

Rivian's newest endeavor, the R1T, has 754 horsepower and a claimed zero-to-60-mph time of 3.0 seconds. The car comes with 3 battery pack sizes so you can choose how much battery life you want. It has a futuristic interior and sleek outside that can tow up to 11,000 lbs.

Primary Research

Our agency decided to conduct primary research in phase one in order to have tangible data to reference when ideating during our media phase. We focused on questions that have to do with consumer's media usage so we can get a better idea of where ads will be received and most effective. Although we are only able to get a convenient sample, we are able to break down each response in google forms and take data from our two key target markets that we have identified. By understanding our target market and their media usage and affinity for certain vehicle features, we can advertise more effectively.

SWOT

Strengths



- ⚡ A well established brand with a strong image, it's been around since the 1940s.
- ⚡ Viewed as an “All American” car company, having been created in America.
- ⚡ Known for their uniquely designed vehicles, especially the Jeep Wrangler.
- ⚡ Excellent off-roading and towing abilities.
- ⚡ Successfully portrays itself as adventurous
- ⚡ Innovator in 4x4 technology

Weakness

- ⚡ Compared to competitors, Jeeps are higher priced vehicles.
- ⚡ Known to have a low global penetration.⁸
- ⚡ Limited range of products, similar in style
- ⚡ First time entering the hybrid market, no established reputation yet

Opportunities

- ⚡ Enter lower priced markets and make their products more affordable.
- ⚡ Position its brand to be more of a tech savvy and environmentally conscious
- ⚡ Communicate with consumers about the advantages of buying hybrid.
- ⚡ Showcase how much more powerful the hybrid model is via social media, campaigns, etc.
- ⚡ Rising fuel prices but, the hybrid allows you to get the most out of your fuel.

Threats



- ⚡ Competitors have more variety in their products and a wider range of vehicles to choose from.
- ⚡ The pandemic has led to a decrease in sales⁹
- ⚡ Traveling is limited due to Covid-19, may limit people's abilities to go on these adventures
- ⚡ New product, means time for trial and error, people may be hesitant to buy the new model

T A R G E T

Primary and Secondary Target

People who are in the market for an electric truck are people within the ages of 25-35 and 35-50 who are either environmentally friendly or are sick of paying for gas.¹⁶ This age demographic are the most inclined to purchase this truck due to their more financially stable and in the full time working period of their lives. People who want to purchase the electric pickup want to save money, drive a modern and safe car, don't ever have to buy gas, it requires little to no maintenance, quiet smooth ride, the truck maintains value over time, and want to drive a high performing truck.¹⁷

Research Insights: Profiles

First Profile: CEO of Tech Startup



Age: 28

Profession: CEO of Tech Startup

Income: \$130,000

Relationship Status: Single

Location: Cupertino, CA

Interests: Netflix, video games, pets, hiking, surfing

Hello! My name is Zach, I am a 28 year old who lives in California. I am the CEO of a technology start up and love to live a healthy lifestyle. I am in the market for a new, reliable, and durable SUV. Being in California and living an adventurous and healthy lifestyle I need something that can handle multiple terrains. After looking and not finding anything that completely suits me in the gas department I decided to look at electric vehicles. That's when I found the Jeep Wrangler 4xe and was instantly hooked on the car. From the sleekness, to the technology it offers, and no spending money on gas.

Second Profile: Construction Entrepreneur



Age: 43

Profession: Construction Company Owner

Income: \$66,000

Relationship Status: Married

Location: Saratoga Springs, NY

Interests: Working out, football, sleeping, coffee, going on vacation

Hi! My name is Rodney and I am a 43 year old living in upstate New York. I own a construction company that alone needs me to have a pretty strong vehicle that handles the site loads and different terrains. As we all know upstate New York can be very hectic in the winter time with the drastic snow. I have a big diesel truck now and it just costs so much money every week to fill up my gas tank. I am tired of spending that much money on gas. I found a new car by way of the Jeep Wrangler 4xe right from the start I knew that I was getting a reliable and trustworthy vehicle that can handle anything I throw at it. This is essential for me being in the construction business because I need to know I have a car I can trust. This vehicle will also help me keep some of my money in pocket when it comes to not spending money on gas.



CAMPAIGN VISION

Tagline: Same wave, New Heights (It's still a Jeep)

Throughout our campaign, we want to introduce the new hybrid Jeep Wrangler 4xe as Jeep's entrance into the electric car industry, but emphasize the same jeep quality and capabilities. Jeeps are American made, rugged trucks that are reliable and take you wherever you want to go. The new 4xe is no different, and its hybrid engine has the same (if not better) capability but can help you save money on gas and help the environment.

The stigma surrounding electric and hybrid vehicles are that they are delicate and dainty, however the new wrangler 4xe is still a jeep. The truck can off-road with as much power as jeeps before it. Whether you drive your car on sand, rocks, dirt, or pavement, the new Jeep Wrangler 4xe can take you anywhere.

It's the same wrangler you love with no compromises. The turbocharged engine actually provides more power than jeeps before it. While Jeep wranglers normally are not purchased with environmental sustainability in mind, the new 4xe gives you this added bonus without giving up any amazing Wrangler features. With the ability to save money on gas and save the environment, what's not to love. With the purchase of the new Jeep Wrangler 4xe comes the same "Jeep Wave" community of American made wranglers. It's the same wave, but taken to new heights.

CREATIVE

Why are we advertising?

We are advertising to introduce the new hybrid Jeep Wrangler 4xe to the Jeep family. As Jeep's first entrance into the EV market, we want to emphasize that this is still a Jeep with the same quality and community that we've always known.

To whom are we advertising?

Our campaign is focusing on individuals ages 25-50 who are already Jeep owners and looking to make the switch to electric, or who need an off-road SUV and could benefit from going electric because of money saved on gas and further travel capabilities. Our target market is adventurous and not afraid to get dirty, and needs a vehicle that can keep up with them.

What do they currently think?

Currently the hybrid Jeep Wrangler 4xe is one of a kind in its field as an electric off-road SUV. There is a stigma surrounding EVs, that they are luxury commuter vehicles only. Our target market believes that there is not an electric vehicle that can keep up with their lifestyle and have the quality that it takes to be a long-lasting off-road vehicle.

What do we want them to think after exposure to the communication message(s)?

After exposure to our communication messages, we want our target market to understand that the hybrid Jeep Wrangler 4xe is still a Jeep. It has the same Jeep quality that they've always known, it's American made, and it's built to last. The eclectic component is actually a benefit to an off-road vehicle, as it saves money on gas that previous Jeep wranglers were not able to do, and it allows you to travel further than ever before, with the hybrid of gas and electric. EVs are also better for the environment so it will allow off-roaders to keep exploring nature for years to come.

What is the key consumer insight?

(What is the key insight the consumer that is relevant to this category or product)?

Owning a Jeep Wrangler can be expensive because they are meant to travel far, but the money spent on gas can add up. Finding an electric vehicle that can do all of the same things as previous Jeep Wranglers with the same Jeep quality has been impossible until now.

BRIEF

What is the single most persuasive idea or Unique Selling Proposition about the product?

The unique selling proposition for the Wrangler 4xe is its ability to travel further and longer with its Hybrid technology. Jeep vehicles are already known for their freedom and ability to travel in rugged terrain. The 4xe's electric plug in boost improves on this, allowing consumers to go greater lengths and save on gas mileage, while still enjoying the qualities of Jeep that they know and love.

Why should they believe it? (What evidence is there that the promise of the advertising will be delivered?)

With gas, electric, and combination Hybrid options, Jeep has equipped this vehicle with the intention of fulfilling extensive journeys. The Wrangler 4xe has 375 horsepower and 50 MPGE, giving it the ability to go over tough obstacles when offroading. This is greater than the standard 2021 Wrangler, with only a 20 average MPG.

What is the personality of the product?

The personality of the Wrangler 4xe is authentic, outdoorsy, tough, and down-to-earth, but still exciting and imaginative. Jeeps are American-made with a trusted reputation. This is maintained by the 4xe as an adventurous outdoor vehicle, now with electric innovation.

What media we need to transmit this communication message effectively?

We need a combination of new and traditional media to communicate this message effectively. Through television advertising, we are able to debut the 4xe during ideal times for our demographic, and can target them further through social media and website advertising. We can also utilize interactive emails to those on Jeep's mailing list.

What general creative guidelines should direct the branding mission?

The general creative guidelines that should direct the branding mission are to be simple and to-the point. The Wrangler 4xe speaks for itself, so we want to speak authentically and highlight the qualities of this vehicle. In our advertising we will place our product in rugged outdoor scenes and align our campaign with Jeep's current brand voice.

Brand Persona

Jeep positions itself as not just a brand, but a way of life. Their slogan is “Go Anywhere. Do Anything.” Jeep emphasizes the fact that their cars are what you need if you are up for an adventure. They fall under “the explorer” brand archetype. Jeep wants you to take their trucks off roading, through snow, around cliffs, and on the beach. Jeep creates this sense of community with their customers. They want their customers to think of Jeep as a company that has been there for them on every adventure. Jeeps unique vehicle designs and features allow it to differentiate itself from its competitors. In fact, the “Jeep Wave” is a well known sign of people who own Jeep Wranglers. This waving sign allows people to form a bond with others who own Jeeps. This aligns exactly with Jeeps branding, this way of life and community standpoint. Jeep wants to be seen as a tough and rugged brand that will have your back in all of your adventures. However, they want to be clear that it's not entirely about their vehicles but, about where they can take you and the memories you make with them.

Brand Style Guide

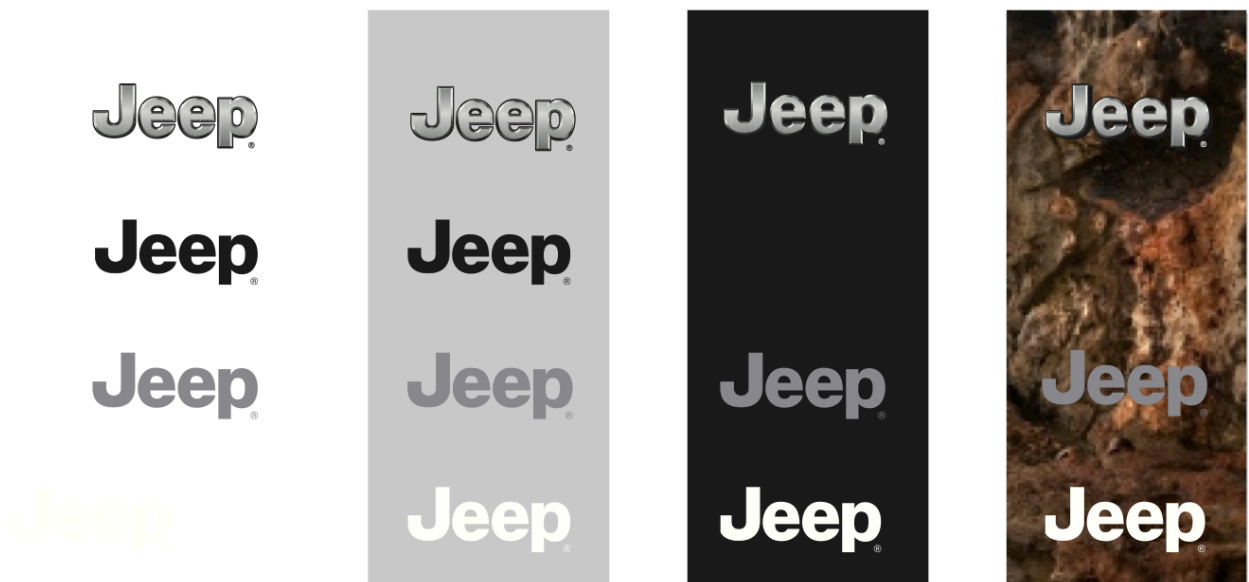
The Jeep brand mark is a specially designed and distinctive graphic image. The Jeep brand mark consists of the Jeep logotype and registration mark as one unit. The registration mark is an important part of the Jeep brand mark design. The Jeep logo is a design that looks similar to the grill of a car bookended by two circles to represent headlights. It is an iconic design that is distinctly different from logos used by other automobile brands. In the grill of the logo it is a 7-slot grilled due to the fact that Jeep was the first vehicle to be driven on all seven of the continents.

BRAND



The brand mark consists of both the Jeep brand logotype and the registration mark ®.

The color reproduction is the preferred print of the Jeep brand mark is the metallic 3D version. One color reproduction is when restricted to one color the preferred colors are Jeep black, Jeep cool gray with a tint of black. Reverse reproduction is the brand mark may appear in reverse on a dark background. Maximum legibility is required to navigate the usage of the brand mark in a range of applications. The brand mark must be legible and work harmoniously with the background. The font for the Jeep logo is Helvetica Bold which really allows the logo and wording to pop on any color palette. The brand Jeep has a very informational and outdoor writing style with most of the text on the website being about the vehicles themselves and what they can accomplish.



FLIGHTS

Flight One: West Coast

VR Event - California

Media Type: Virtual reality

Details: Exhibit Hall A, Anaheim Convention Center

Cost:

- ⚡ \$22,800 per day rental of convention center (4 days) - \$91,200
- ⚡ \$300 per VR headset (20 headsets- 4 cars) - \$6000
- ⚡ \$5,000 per 4DX seat technology (20 seats) - \$100,000
- ⚡ 23ft x 13 ft LED screens - \$37,000 each x 2 = \$74,000
- ⚡ 20 employees x \$20 hr x 8 hr days x 4 days - \$12,800
- ⚡ VR technology \$200,000

Frequency: 2 day event over 2 weekends

Impressions: 10,000 per day

Total Cost: \$484,000

KPI: Attendance

Justification:

This virtual reality event will happen at the Anaheim Convention center on the weekends of September 11-12th, 2021 and September 18th-19th, 2021 . The event will allow guests and consumers to “test drive” the new hybrid Jeep throughout any terrain they wish using virtual reality and 4DX technology, making them feel like they are really there. Each Jeep’s seats will be technologically modified to use 4DX technology which includes sound, movement, and environmental effects such as water, fog, wind, snow and original scents. The driver and passengers will wear their VR goggles and experience the Jeep 4xe drive through every terrain imaginable, experiencing it as if they are really there. The event will feature promotion material and large screens depicting the 4xe’s unique features and statistics.

We want our consumers to know that the Jeep 4xe is just as powerful as any other wrangler and can drive through any terrain as well as any wrangler can. Even though it is driving virtually, consumers will remember the experience and feel like they actually test drove the new Jeep. This is a unique experience since test driving is only on highways and residential areas. After the events, the Jeeps will be rehomed in dealerships across the country where they can be utilized as test driving machines.

AND TACTICS

Power Banks

Media Type: Merchandise

Details: Engraved with Jeep logo and slogan of the campaign

Cost: \$5.89 each

Frequency: 2 day event over 2 weekends

Impressions: 100,000 units

Total Cost: \$589,000

KPI: Item giveaways

Justification:

At the event and in dealerships across the country, Jeep will be offering promotional material for the new hybrid. Attendees of the event and customers will receive power banks engraved with the Jeep logo and slogan "Same wave, New Heights (It's still a Jeep)". Power banks are used to recharge a phone when not near a power source. Since the new Jeep 4xe can be plugged in and recharged it makes sense to pair it with a power bank which recharges phones. People often carry these around with them so it would be good promotion on the go.

Intern

Media Type: People Power

Details: \$17/ hour, 20 hr weeks for 22 weeks

Total Cost: \$7480

Intern will work for the duration of the campaign and will be focused on the Western geographic region

Justification:

An intern specifically focused on event based needs will help manage event production, merchandise orders, and social media posts. They will ensure that they are being posted on time and on the correct platform. They will also monitor engagements, analytics, and conversion rates.

Google AdWords

Media Type: Digital Media

Details: 1 word rate- HYBRID

Cost: \$115 CPM

Frequency: 50

Impressions: 10 million

Total Cost: \$1,150,000

KPI: Clickthrough

Justification:

According to our primary research, our target markets get a lot of their information on cars online through the internet. By displaying ads when consumers search the word "hybrid", we can advertise our new hybrid among the others while also positioning as American Made and still Jeep quality. Our ads would alert consumers who are looking for new cars that Jeep makes a hybrid but it is not a usual hybrid and has capabilities like no other.

FLIGHTS

EV Charging Station Ad

Media Type: Out of Home

Details: Volta Charging Stations along I-5

Cost: \$3,000 an ad (4 weeks)

Frequency: 250

Impressions: 250,000

Total Cost: \$750,000

KPI: Daily effective circulation, reach

Justification:

According to published reports, around 80% of EV owners lease their vehicles. This means that they are in the market for a new car every few years once their lease is up. Marketing a hybrid Jeep to consumers who already favor electric vehicles makes a lot of sense. We are spending a large chunk of money on EV charging stations because their impressions are from EV owners as well as non EV owners. There are 713 charging stations on the west coast so we will evenly distribute them to 250 stations.



AND TACTICS

Digital Billboard

Media Type: Out of Home

Details: On Interstate 5 (west coast highway)

Cost: \$4,000

Frequency: 50

Impressions: 2,500,000 / month

Total Cost: \$200,000

KPI: Daily effective circulation, reach, hashtag use

Justification:

The billboards will be along Interstate 5, a major highway which runs North to South through the entire west coast. Since these billboards are so large, they are easily visible on highways. According to Edmunds¹⁰, 32.2% of drivers lease their vehicles, so advertising on the highway could keep the new Jeep Wrangler top of mind when they go to purchase their next vehicle.

Facebook Promoted Posts

Media Type: Digital Media

Details: The Smoking Tire (YouTube Creator)
- 1 million subscribers

Cost: \$9 CPM

Frequency: 125

Impressions: 750,000

Total Cost: \$843,750

KPI: Click-through-rate, engagement, hashtag use, reach

Justification:

According to our primary data, Facebook is the most commonly used social media platform by our two target demographics. We would utilize 4 out of the 120 ads as promotion for our pop up event. They would include the date, time, location and details of what would be happening at the event. The other 20 ads would be focused on the Jeep 4xe itself and highlighting its features that make it more than your average hybrid, but just as tough as any jeep before it.

Snapchat Sponsored Lense

Media Type: Digital Media

Details: The Environmental Defense Fund

Cost: \$450,000

Frequency: 8

Impressions: 50 million

Total Cost: \$3,600,000

KPI: Daily effective circulation, reach, hashtag use

Justification:

For National Drive Electric Week, we will be using a snapchat sponsored lense that features the Jeep Wrangler 4xe. This week is from September 25th- October 2nd and it raises awareness of the benefits of driving electric and plug in hybrid cars. Not only does this bring attention to the fact that Jeep produces a hybrid wrangler, but it connects Jeep to an environmental cause to show that they care about the environment. The filter will be branded with jeep logos and show the new wrangler.

FLIGHTS

Macro Social Influencer

Media Type: Collaborations

Details: The Smoking Tire (YouTube Creator) - 1 million subscribers

Cost: \$4,000

Frequency: 2

Impressions: 300,000

Total Cost: \$4,000

KPI: Click-through-rate, engagement, views

Justification:

We would utilize The Smoking Tire for 2 youtube videos. In one of his videos, he would review the new Jeep 4xe and highlight features just like he does in most of his other videos. The second video would be vlog style. He would vlog his experience at the VR pop up event in California (where he is located). He would share his experiences and what he learned about the new Hybrid Jeep Wrangler. While we want this to remain authentic, we would have some editing control and direction of what he would include in the video.

TV Commercial

Media Type: Traditional Media

Details: 30 second ad spots on ABC, CBS, and Fox

Cost: \$19.50 CPM

Frequency: 30

Impressions: 4 Million

Total Cost: \$2,340,000

KPI: Reach

Justification:

Prime Time viewership on ABC, CBS, and Fox attract approximately 4 million viewers during the programming each night. Younger viewers don't normally have cable, so the demographic is older and therefore right in our target market. This large audience is exactly who we want to target and spread the word more about the new hybrid wrangler. We will spread the commercials out throughout the campaigns equally between the three channels.

Youtube Ad

Media Type: Digital Media

Details: 30 second ad

Cost: CPM \$7.50

Frequency: 50

Impressions: 8 Million

Total Cost: \$3,000,000

KPI: Reach

Justification:

According to our primary research, our target market watches Youtube as one of their most used social media platforms. Our Youtube advertisement will feature the wrangler driving through all terrain (Mountains, sand, road, snow etc.) and will mention at the end that the car is a hybrid. This reinforces the idea that the 4xe has the quality and capabilities of any other wrangler, but you get the added benefit of more power, spending less on gas, and saving the environment.

AND TACTICS

Instagram Stories Local Geofilter at Pop up Event

Media Type: Digital Media

Details: Instagram filter at the VR Event

Cost: \$7

Frequency: 4 (for each day of the event)

Impressions: 10,000 (each day)

Total Cost: \$28

KPI: Engagement

Justification:

According to our primary research, both of our target markets utilize Instagram as one of their most used social media platforms. Since we want to create buzz surrounding our event, having a local Instagram filter would encourage attendees to post about the experience and attract other attendees in the area. It would also showcase the Jeep 4xe Hybrid model itself, as they would be displayed at the event and on the filter.

**NEW WAVE,
SAME HEIGHTS**
(It's still a Jeep)



FLIGHTS

Flight Two: New York

Digital Billboard

Media Type: Out of Home

Details: i-95 (Interstate 95 Highway)

Cost: \$4,000

Frequency: 40 (50 billboards, 4 months)

Impressions: 2,500,000 / month

Total Cost: \$200,000

KPI: Daily effective circulation, reach

Justification:

The i-95 highway experiences high traffic and extends from Maine down to Florida. Due to its many travelers, we will place 50 billboards for a duration of four months along the highway, beginning in Maine and down the coast. Because of the major cities of Boston and Manhattan as well as the popularity of the Jeep Wrangler in New Jersey, these billboards are effective to reach our target demographic in a high concentration.

National Newspaper Advertisement

Media Type: Traditional Media

Details: New York Times advertisement

Cost: \$30 CPM¹¹

Frequency: 4 ads per week; 104 total

Impressions: 410,562

Total Cost: \$1,280,953

KPI: Reach

Justification:

The New York Times is a major newspaper with high circulation. Placing advertisements here would reach a large number of people in our target demographic. These advertisements would depict the Wrangler 4xe in off-roading terrain as well as our tagline.

Television Broadcast Station - TV

Commercial

Media Type: Traditional Media

Details: Good Morning America; 30-second ad spot

Cost: \$19.50 CPM

Frequency: 52

Impressions: 3,770,000

Total Cost: 3,822,780

KPI: Reach

Justification:

Morning news stations such as Good Morning America are viewed by our target demographic, especially before work or to catch up throughout their day. By purchasing an ad spot during key times, we are able to advertise the Wrangler 4xe to these individuals, highlighting its capabilities and key features in Northeast terrain.

AND TACTICS

Freelancer

Media Type: People Power

Details: \$35/ hour, 20 hr weeks for 26 weeks

Cost: \$30 CPM

Frequency: 4 ads per week; 104 total

Impressions: 410,562

Total Cost: \$18,200

KPI: Engagement hashtag use

Justification:

Freelancer will work for the duration of the campaign and will be focused on the East Coast geographic region. Their responsibilities will entail managing social media posts, campaign specifics and influencer coordination throughout the duration of these 26 weeks. They will ensure that advertisements are being posted on time and on the correct platform while monitoring engagements, analytics, and conversion rates.

Macro Social Influencer

Media Type: Collaboration

Details: Kyle Lindsey; @ saabkyle04llc

Cost: \$480 / month

Frequency: Promoted Youtube video, 1 Instagram post & story

Impressions: 160,000

Total Cost: \$6,000

KPI: Click-through-rate, engagement, reach, views

Justification:

With 1.29 million subscribers on Youtube and 46.6k followers on Instagram, Kyle is an authentic, down-to-earth, and honest influencer with a loyal community. By having him review the Wrangler 4xe on his channel and create a post and story on Instagram promoting his video, many individuals will be able to see the vehicle from his honest and raw point of view.

Facebook promoted post

Media Type: Digital Media

Details: Kyle Lindsey; @ saabkyle04llc

Cost: \$9 CPM

Frequency: 244

Impressions: 750,000

Total Cost: 1,647,000

KPI: Click-through-rate, engagement, hashtag use, reach

Justification:

By promoting the 4xe in Northeastern terrain on Facebook, we show a large segment of our target demographic this vehicle's capabilities and travel possibilities. These posts will be spread over the six months of the campaign, so that we can show the 4xe's diversity in each of the major seasons. The promoted posts will include photography, specs of the vehicle, benefits, and examples of adventure opportunities.

FLIGHTS

Intern

Media Type: People Power

Details: \$17/ hour, 20 hr weeks for 22 weeks

Total Cost: \$7480

Intern will work for the duration of the campaign and will be focused on the Western geographic region

Justification:

An intern specifically focused on event based needs will help manage event production, merchandise orders, and social media posts. They will ensure that they are being posted on time and on the correct platform. They will also monitor engagements, analytics, and conversion rates.

Television Broadcast Station - Super Bowl Commercial

Media Type: Traditional Media

Details: Super Bowl Commercial; 30-second ad spot

Cost: \$58.30 CPM

Frequency: 4 commercial spots

Impressions: 5,700,000¹²

Total Cost: 1,329,240

KPI: Reach

Justification:

With an average of 5.7 million viewers during the 2021 Super Bowl, a 30 second ad spot during the Super Bowl in 2022 would create a monumental amount of exposure and buzz around the Jeep 4xe. The large viewership of the Super Bowl would include both of our target demographics. Four advertisements would be shown, one humorous commercial focused on the hybrid capabilities, another informational depicting the vehicle in multiple terrains, one showing the 4xe with consumers to integrate its authentic value and tendency to use UGC, and one inspirational commercial regarding the distances the 4xe can go on difficult terrain.

Major Celebrity Partnership -

Chris Evans

Media Type: Collaborations

Details: One appearance in TV commercial

Cost: \$3,000,000¹³

Frequency: 1

Impressions: 5,800,000

Total Cost: 3,000,000

KPI: Reach

Justification:

Chris Evans is a popular actor known for being down to earth, humble, kind, and strong. With his most popular role as Captain America in the Marvel Cinematic Universe, Chris Evans will portray someone with the Jeep values and align with the American-made quality of Jeep vehicles. He will appear in one ad that will be shown throughout the paid TV commercial spots and more fully within one of the campaign's Super Bowl commercials, showing the Wrangler 4xe in multiple terrains.

AND TACTICS

In App Add

Media Type: Digital Media

Details: Waze advertising, Jeep dealership pinpoints

Cost: \$480 / month¹⁴

Frequency: 6

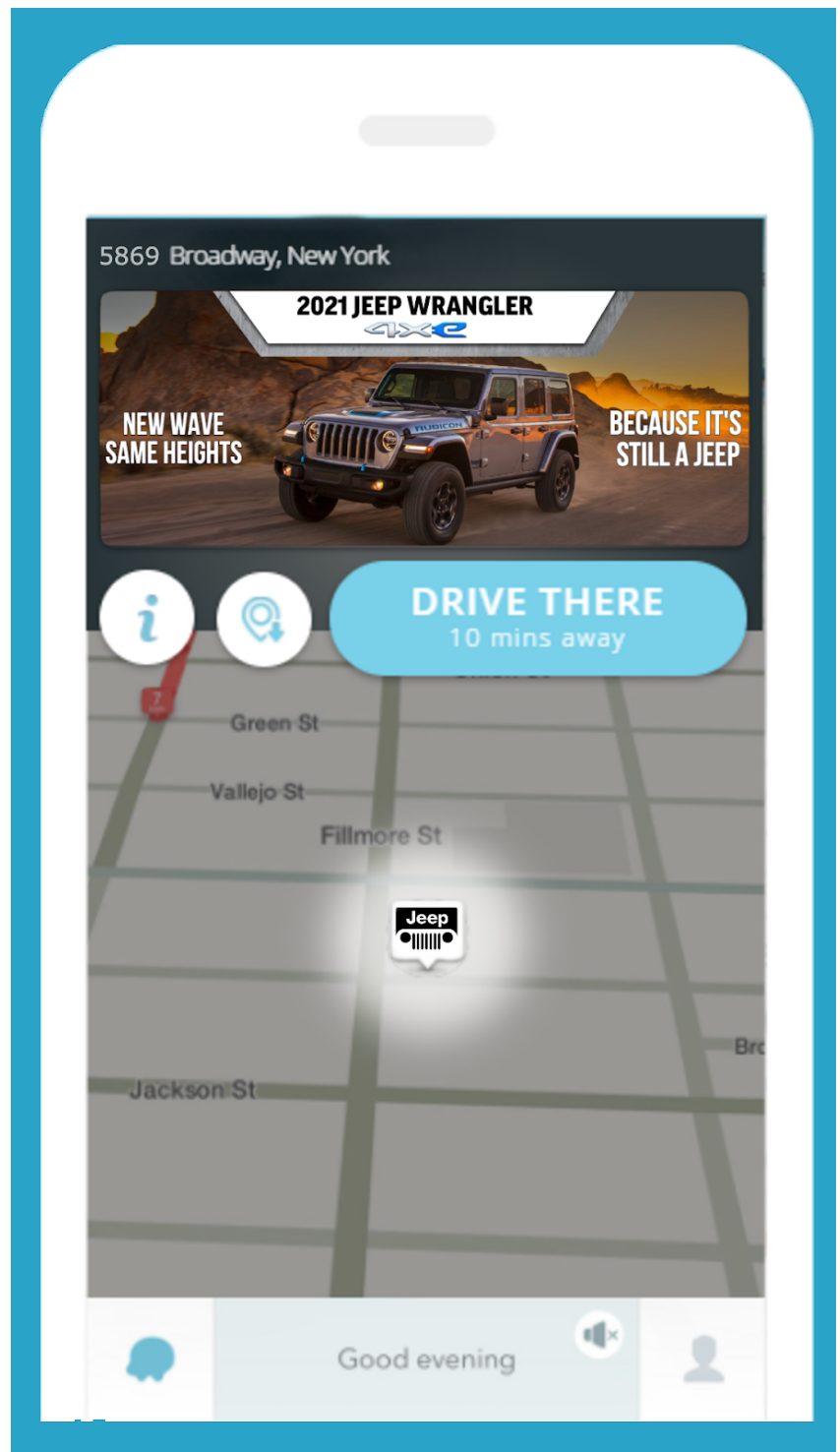
Impressions: 240,000/month

Total Cost: \$2,880

KPI: Click-through-rate, reach

Justification:

We will be including Jeep dealership pinpoints on the navigation app, Waze, in the states New Jersey and New York. Jeep vehicles are popularly owned in these states, so by highlighting dealerships, it reminds our target market of locations where they can test-drive and purchase the 4xe near to them.



FLIGHTS

Flight Three: Texas

Snapchat Sponsored Lens

Media Type: Digital Media

Details: 1 day

Cost: \$450,000

Frequency: 3

Impressions: 150,000,000

Total Cost: \$1,350,000

KPI: Reach, engagement

Justification:

From our primary research we know that our target demographic still uses Snapchat and this sponsored lens will be used on National Jeep day which is April 4. This lens will show the new vehicle the Jeep 4xe image and a cacti at the bottom of the screen as the filter.

Major Celebrity Partnership

Media Type: Collaborations

Details: One appearance in TV ad

Cost: \$3,000,000

Frequency: 2

Impressions: 600,000,000

Total Cost: \$6,000,000

KPI: Reach

Justification:

Matthew McConaughey is a celebrity who was raised and born and still is located in Austin, Texas. McConaughey is an actor, business man, soccer owner, and beloved in the city of Austin and state of Texas. McConaughey is what Jeep inspires people to be, daring, pushing the boundaries, adventurous, and just overall enjoying life to the fullest. The advertisement itself will be McConaughey driving the Jeep 4xe in the city of Austin and then in the dessert looking at the beautiful scenery and saying, "Same wave, New Heights (It's still a Jeep)".

You Tube Ad

Media Type: Digital Media

Details: 30 second ad

Cost: CPM \$7.50

Frequency: 36

Impressions: 5 Million

Total Cost: \$1,350,000

KPI: Views, reach, click through rate

Justification:

Our primary research shows that our target market watches youtube often. Our Youtube advertisements will feature wranglers driving through all terrain (Mountains, sand, road, snow etc.) and will mention at the end that the car is a hybrid. This reinforces the idea that the 4xe has the quality and capabilities of any other wrangler, but you get the added benefit of more power, spending less on gas, and saving the environment.

AND TACTICS

Snapchat Sponsored Lens Holiday Rate

Media Type: Digital Media

Details: 1 day

Cost: \$700,000

Frequency: 2

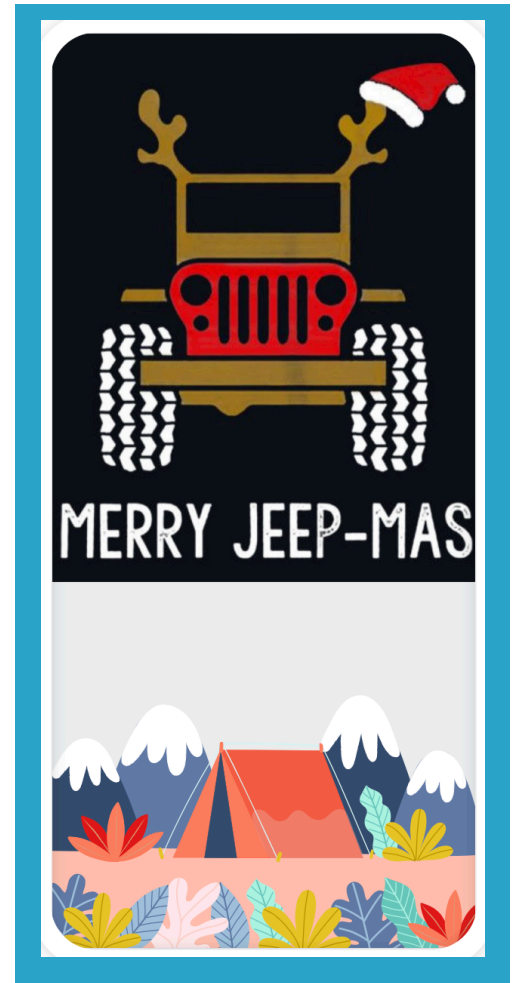
Impressions: 100 million

Total Cost: \$1.4 million

KPI: Reach, engagement

Justification:

During Christmas Eve and Christmas Day people take plenty of pictures and having a lens for the Jeep 4xe will be very beneficial. The lens itself will be Santa's reindeer carrying the Jeep 4xe with it acting as the Santa's sled. This fits perfectly with the holiday and the gift giving season.



Justification:

Celebrating New Years is something special and the celebration brings in millions of viewers to watch the ball drop and begin the new year. Having a television advertisement spot during the beginning, middle, and end of the broadcast will bring massive amounts of recognition about the Jeep 4xe. The time slots for the advertisements themselves will be at 5:30pm, 7:45pm, and 11:30pm to maximize the most amount of viewers throughout. The advertisement itself will be the same as an overview of the Jeep 4xe driving on the road and then transitions to it driving on the beach will commentary about it being electric and with our slogan.

Television Broadcast Station

Media Type: Broadcast Media

Details: 30 second ad spot

Cost: \$19.50 CPM

Frequency: 3

Impressions: 25 million

Total Cost: \$1,462,500

KPI: Reach

FLIGHTS

In App Ads

Media Type: Digital Media

Details: 4 weeks

Cost: \$15,000

Frequency: 39

Impressions: 250,000 per month

Total Cost: \$595,000

KPI: Click-through-rate, engagement, hashtag use, reach

Justification:

Our target demographic still very much uses Instagram and putting advertisements for the Jeep 4xe will be very beneficial to help promote the vehicle as a whole and bring recognition to people that Jeep is going hybrid. The advertisement itself will be a slideshow of pictures of the vehicle and how it will be the same but different from other Jeeps.

Google AdWords

Media Type: Digital Media

Details: 1 word rate- Wrangler

Cost: \$115 CPM

Frequency: 12

Impressions: 20 million

Total Cost: \$2,300,000

KPI: Click-through-rate, reach

Justification:

Having Wrangler as the Google Adword will help people who are already looking at Jeep Wranglers to the new shiny toy being the Jeep 4xe. This will help bring attention and clicks onto the Jeep site. If people are searching for Wrangler Jeans then it will still not hurt for the Jeep Wrangler 4xe to pop up because Wrangler Jeans have the blue collar, doesn't care if they get dirty persona and Jeep can also embody those.

Instagram Discover Ads

Media Type: Digital Media

Details: 1 day

Cost: \$50,000

Frequency: 20

Impressions: 62 million

Total Cost: \$1,000,000

KPI: Click-through-rate, views

Justification:

The SXSW which is a film, interactive media, and music festival that happens in Austin, Texas and during this there will be a lot of traffic on Instagram With people taking pictures constantly throughout the four day festival. The Jeep 4xe will be a part of a guess that Jeep model mini game as the Instagram advertisement..

Intern

Media Type: People Power

Details: \$15/ hour, 20 hr weeks for 22 weeks

Total Cost: \$6,600

Intern will work for the duration of the campaign and will be focused on the Florida region.

Justification:

An intern specifically focused on event based needs will help manage event production, merchandise orders, and social media posts. They will ensure that they are being posted on time and on the correct platform. They will also monitor engagements, analytics, and conversion rates.

AND TACTICS

Digital Billboard

Media Type: Out of Home

Details: U.S. 83 (spans from north Texas next to Oklahoma down to Mexico)

Cost: \$4,000

Frequency: 25

Impressions: 2,500,000 / month

Total Cost: \$80,000

KPI: Daily effective circulation, reach

Justification:

The billboards will be along the highway U.S. 83 which spans from north Texas next to Oklahoma down to Mexico.

Bus Wrap Exterior

Media Type: Transportation

Details: 10 ad minimum

Cost: \$350 per ad

Frequency: 30

Impressions: 2,400,000

Total Cost: \$10,500

KPI: Reach

Justification:

Dallas, Houston, and Austin have the most bus riders in the state and by having the buses wrapped it will help bring recognition to the Jeep 4xe. The demographic we are targeting lives vastly lives in these cities within the state and even if you don't ride the bus yourself you will still see them on the street..

Macro Social Influencer

Media Type: Collaborations

Details: Nick Bare (512k followers)

Cost: \$2,000

Frequency: 5

Impressions: 2,000,000

Total Cost: \$1,350,000

KPI: Click-through-rate, engagement, hashtag use, reach

Justification:

Nick Bare is a health and lifestyle influencer who focuses on working out and traveling around Texas to find new and exciting locations to train. Nick is located in Austin and has been all around the state to train for his marathons and triathlons. Nick is a great collaborator to use for the Jeep 4xe because he regularly wears jeep workout gear and already has one that he loves. The post will be on his Instagram with posts being about the Jeep 4xe and the great things it has to offer as well as a post to his Instagram story of him and the Jeep 4xe in one of his scenic workout areas.

FLIGHTS

Flight Four: Florida

VR Event - Florida

Media Type: Virtual reality

Details: Orange County Convention Center (Orlando, FL)

Cost:

- ⚡ \$25,000 per weekend rental of convention center (4 days) - \$50,000
- ⚡ 20 employees (minimum wage 8.56)
- ⚡ Preexisting Jeeps, VR technology

Frequency: 2 day event over 2 weekends

Impressions: 10,000 per day

Total Cost: \$59,600

KPI: Attendance, hashtag use

Justification:

The VR event will also be taking place in Florida. The cost will be significantly lower since we already invested money into the technology and VR program. We want to make sure that we are getting use out of the assets we create which is why the event will be moving to a different part of the country so more people can experience it. When the Jeeps are not being used in Florida they will be redistributed with one going to a Jeep dealership in each of these 4 states: New York, California, Florida and Texas.

Radio Broadcast Station

Media Type: Broadcast

Details: 30 second ad spot

Cost: \$12 CPM

Frequency: 32

Impressions: 12,000,000

Total Cost: \$4,608,000

KPI: Reach

Justification:

From our research 16.6 million or 84 percent of Florida's population lives in rural areas which allows for a thriving public transit system and in specific buses. Bus stops can be a place of conversation with the Jeep 4xe pictured on the walls of the stop will encourage those conversations.

AND TACTICS

Sponsored Local Geofilter for brand pop up event

Media Type: Digital Media

Details: 1 Day Specs

Cost: \$7

Frequency: 10

Impressions: 100,000

Total Cost: \$28

KPI: Engagement

Justification:

From our Primary research our target demographic uses Snapchat. This filter will encourage people to post while at the virtual reality event which will help promote the event itself to gain more attendees and help promote the Jeep 4xe. The filter itself will be the word Jeep in lettering and a picture of the Jeep 4xe on top of the Jeep lettering.

Hoodies and Sweatshirt

Media Type: Merchandise

Details: 1 Day Specs

Cost: \$15

Unit Cost: \$75,000

People: 3 (\$616.32 for the wages)

Frequency: 6

Impressions: 30,000

Total Cost: \$450,616.32

KPI: Item sales

Justification:

The sweatshirt will be offered at the virtual reality pop up event in a merchandise table over the course of the four day event. The sweatshirt will be very simple with the big Jeep lettering logo in the front and on the back it will say "Same wave, New Heights (It's still a Jeep)" in lettering font to help promote the Jeep brand and the Jeep 4xe. Three employees will be running the merchandise table to help set up and then sell the product over the course of the event.

Regional Magazine

Media Type: Print Media

Details: 1 issue/ 2 ads each

Cost: \$50 CPM

Frequency: 1 million

Impressions: 24 (an issue every Sunday)

Total Cost: \$1,200,000

KPI: Reach

Justification:

The Orange County Convention Center is located in Orlando, Florida and the average age of residents in Orlando is 33 years old and that is right in our targeted demographic. By having this issue with ads in it, it will help us reach that targeted demographic. The ads will be of the Jeep 4xe and all the new technology it offers and how it still embodies the Jeep persona of being reliable in multiple terrains.

FLIGHTS

Facebook Promoted Post

Media Type: Digital Media

Details: 1 day

Cost: \$9 CPM

Frequency: 25


Impressions: 611,111

Total Cost: \$137,500

KPI: Click-through-rate, engagement, hashtag use, reach


Justification:

Based on our primary research Facebook is the best place to promote for our target demographic. The first 20 posts will be about the Virtual Reality event at the Orange County Convention Center to help promote the event with the posts having the date, start time and description of the event. The other five posts will help promote the Jeep 4xe itself with the new specifications and how it is still a Jeep.

**Jeep**
Sponsored

Like Page

Our new Jeep Wrangler 4xe is forging a new path to the future. With the same capabilities and Jeep quality you know and love, redesigned in a new plug-in electric capability. The new hybrid ability takes adventure further than ever before.



Visit our website today!
Discover our new wrangler and customizable options
[HTTPS://WWW.JEEP.COM/WRANGLER.HTML](https://www.jeep.com/wrangler.html)

Shop Now

532K 562 Comments 311 Shares

Like Comment Share

AND TACTICS

Intern

Media Type: People Power

Details: \$15/ hour, 20 hr weeks for 22 weeks

Total Cost: \$6,600

Intern will work for the duration of the campaign and will be focused on the Florida region.

Justification:

An intern specifically focused on event based needs will help manage event production, merchandise orders, and social media posts. They will ensure that they are being posted on time and on the correct platform. They will also monitor engagements, analytics, and conversion rates. They will also help on anything else that is needed regarding the Jeep 4xe campaign as a whole.

TV Commercial

Media Type: Traditional Media

Details: 30 second ad spots on National Geographic

Cost: \$19.50 CPM

Frequency: 50

Impressions: 4 Million

Total Cost: \$3,900,000

KPI: Reach

Justification:

Prime Time viewership on National Geographic is 4 million during the programming each night. Younger viewers don't normally have cable, so the demographic is older and therefore right in our target market. This large audience is exactly who we want to target and spread the word more about the new hybrid wrangler. We will spread the commercials out throughout the campaigns on this channel. National Geographic is the demographic we think would benefit the most from seeing the new Jeep 4xe and it being electric but still a Jeep.

In App Ads

Media Type: Digital Media

Details: 4 weeks

Cost: \$15,000

Frequency: 100

Impressions: 1,500,000 (250,000 a month for 6 months)

Total Cost: \$1,500,000

KPI: Click-through-rate, engagement, hashtag use, reach

Justification:

According to a Statista¹⁵ graph the age group that uses Facebook the most is 25-34 at 40 percent. By using in-app advertisements on Facebook will make the most sense with our target market heavily involved on Facebook. The advertisements will be side ads of the Jeep 4xe and promoting Jeep's new and sleek vehicle.

FLIGHTS AND TACTICS

Billboard

Media Type: Out of Home

Details: 4 weeks

Cost: \$6,000

Frequency: 40

Impressions: 60,000,000

Total Cost: \$240,000

KPI: Daily effective circulation, reach

Justification:

The billboard will be located on I-75 which is the longest highway in Florida stretching from Tampa all the way down to Key West. The billboard will serve as a picture for the Jeep 4xe to help gain excitement and knowledge about the newly releasing vehicle by Jeep.

Bus Stop Takeover

Media Type: Transportation

Details: 1 location includes 6 ads

Cost: \$4,000

Frequency: 50

Impressions: 900,000

Total Cost: \$200,000

KPI: Daily effective circulation, reach

Justification:

From our research 16.6 million or 84 percent of Florida's population lives in rural areas which allows for a thriving public transit system and in specific buses. Bus stops can be a place of conversation with the Jeep 4xe pictured on the walls of the stop will encourage those conversations.



jknk

Jeep

MEDIA

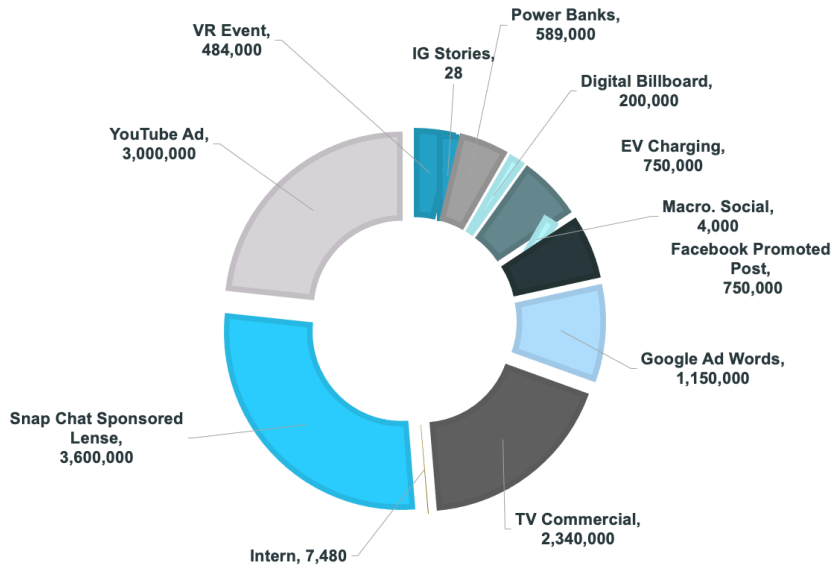
Traditional			
Broadcast Media	Media Specs	Cost	Imperssions (minimum - maximum)
Radio Broadcast Station	:30 second ad spot	CPM \$12	50,000 - 12 million
Radio Streaming Services (ie. Pandora)	:10 second ad spot	CPM \$15	10,000 - 7 million
Podcast	:45 second ad spot	CPM \$18	1,000-5,000 / 3 month period
Television Broadcast Station	:30 second ad spot	CPM \$19.50	1 million - 25 million
Video Streaming Service (ie. Hulu)	:30 second ad spot	CPM \$6.50	100,000 - 1 million
Out Of Home (OOH)	Media Specs	Cost	Imperssions
EV Charging Station	4 weeks	\$3,000	250,000 / month
Billboard	4 weeks	\$6,000	1,500,000 / month
Digital Billboard	4 weeks	\$4,000	2,500,000 / month
Kiosk Board	4 weeks	\$2,000	800,000 / month
Poster Board	4 weeks	\$800	300,000 / month
Junior Poster	4 weeks	\$300	125,000 / month
Transportation	Media Specs	Cost	Impressions
Bus Wrap Exterior	10 ad minimum	\$350 per ad	80,000 / month per ad
Bus Wrap Interior	10 ad minimum	\$175 per ad	10,000 / month per ad
Public Bench	10 ad minimum	\$100 per ad	200 / month per ad
Bus Stop Takeover	1 Location includes 6 Ads	\$4,000 per ad	18,000 / month per location
Print Media	Media Specs	Cost	Impressions
University Newspaper	1 issue / 2 ads each	CPM \$6	1,000 - 30,000 range
Local Town Newspaper (ie. New Haven Register)	2 issue / 2 ads each	CPM \$9	50,000 - 250,000 range
Local Metropolitan Newspaper	1 issue / 2 ads each	CPM \$12	
Regional Newspaper	1 issue / 2 ads each	CPM \$14	
State Magazine	1 issue / 2 ads each	CPM \$40	
Regional Magazine	1 issue / 2 ads each	CPM \$50	
Merchandise	Cost Per Item	Unit Cost	Impressions
Power Banks	\$5.89		
T-Shirt	\$5	\$25,000	5000 per unit, no maximum
Hoodies / Sweaters	\$15	\$75,000	5000 per unit, no maximum
Coasters	30 cents	\$1,500	5000 per unit, no maximum
Koozies	80 cents	\$4,000	5000 per unit, no maximum
Computer Stickers	20 cents	\$1,000	5000 per unit, no maximum
Collaborations	Details	Cost	Impressions
Major Celebrity Partnership	1 appearance in ad or at event	\$3,000,000	over 10 million
Minor Celebrity Partnership	1 appearance in ad or at event	\$500,000	1 million - 10 million
Celebrity Influencer	following of over 1 million	\$30,000	over 1 million
Macro Social Influencer	following of 150,000 to 1 million	\$2,000	150,000 - 1 million
Micro Social Influencer	following of 1,500 to 150,000	\$300	1,500 - 150,000
Non-Profit Organization Partnership	minimum donation	\$200,000	estimate based on nature of collaboration
People Power	Details	Cost per hour	
Intern	min 15 hours, max 40 hours per week	\$10	
Freelancer	per hour rate	\$35	
Digital Media			
Promoted Ads	Media Specs	Cost	Impressions
In App Ad	4 weeks	\$15,000	250,000 / month
Google AdWords	1 word rate	CPM \$115	
Google Adsense (ie. Ad served on website)	Display ad rate	CPM \$2	
Snapchat Sponsored Lense	1 Day	\$450,000	50 million
Snapchat Sponsored Lense Holiday Rate	1 Day	\$700,000	50 million
Snapchat Discover Ads	1 Day	\$50,000	5 million
Instagram Stories Local Geofilter at Pop up Event	1 Day	\$7	up to 25,000
Sponsored Local Geofilter for a brand pop-up event	1 Day	\$7	up to 25,000
Sponsored Local Geofilter for a public event	1 Day	\$10,000	over 25,000
Facebook promoted post		CPM \$9	
Instagram promoted post		CPM \$7	
Twitter promoted post		CPM \$5.50	
LinkedIn promoted post		CPM \$6.50	
YouTube video ad	pre-roll :30 second ad	CPM \$7.50	
YouTube video ad	pre-roll :15 second ad	CPM \$5	
Pinterest promoted pin		CPM \$3.50	
Yelp Ad		CPM \$6	

M E N U

Traditional			
Broadcast Media	Media Specs	Cost	Imperssions (minimum - maximum)
Radio Broadcast Station	:30 second ad spot	CPM \$12	50,000 - 12 million
Radio Streaming Services (ie. Pandora)	:10 second ad spot	CPM \$15	10,000 - 7 million
Podcast	:45 second ad spot	CPM \$18	1,000-5,000 / 3 month period
Television Broadcast Station	:30 second ad spot	CPM \$19.50	1 million - 25 million
Video Streaming Service (ie. Hulu)	:30 second ad spot	CPM \$6.50	100,000 - 1 million
Out Of Home (OOH)	Media Specs	Cost	Imperssions
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Poster Board	4 weeks	\$800	300,000 / month
Junior Poster	4 weeks	\$300	125,000 / month
Transportation	Media Specs	Cost	Impressions
Bus Wrap Exterior	10 ad minimum	\$350 per ad	80,000 / month per ad
Bus Wrap Interior	10 ad minimum	\$175 per ad	10,000 / month per ad
Public Bench	10 ad minimum	\$100 per ad	200 / month per ad
Bus Stop Takeover	1 Location includes 6 Ads	\$4,000 per ad	18,000 / month per location
Print Media	Media Specs	Cost	Impressions
University Newspaper	1 issue / 2 ads each	CPM \$6	1,000 - 30,000 range
Local Town Newspaper (ie. New Haven Register)	2 issue / 2 ads each	CPM \$9	50,000 - 250,000 range
Local Metropolitan Newspaper	1 issue / 2 ads each	CPM \$12	
Regional Newspaper	1 issue / 2 ads each	CPM \$14	
State Magazine	1 issue / 2 ads each	CPM \$40	
Regional Magazine	1 issue / 2 ads each	CPM \$50	
Merchandise	Cost Per Item	Unit Cost	Impressions
Power Banks	\$5.89		
T-Shirt	\$5	\$25,000	5000 per unit, no maximum
Hoodies / Sweaters	\$15	\$75,000	5000 per unit, no maximum
Coasters	30 cents	\$1,500	5000 per unit, no maximum
Koozies	80 cents	\$4,000	5000 per unit, no maximum
Computer Stickers	20 cents	\$1,000	5000 per unit, no maximum

BUDGET

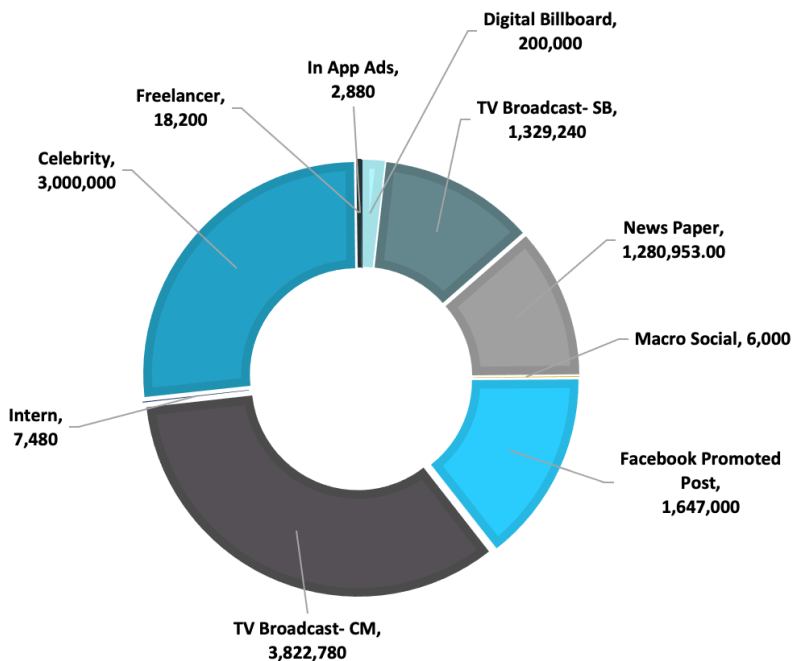
Flight 1:



Traditional Media : 58%

Digital Media: 42%

Flight 2:

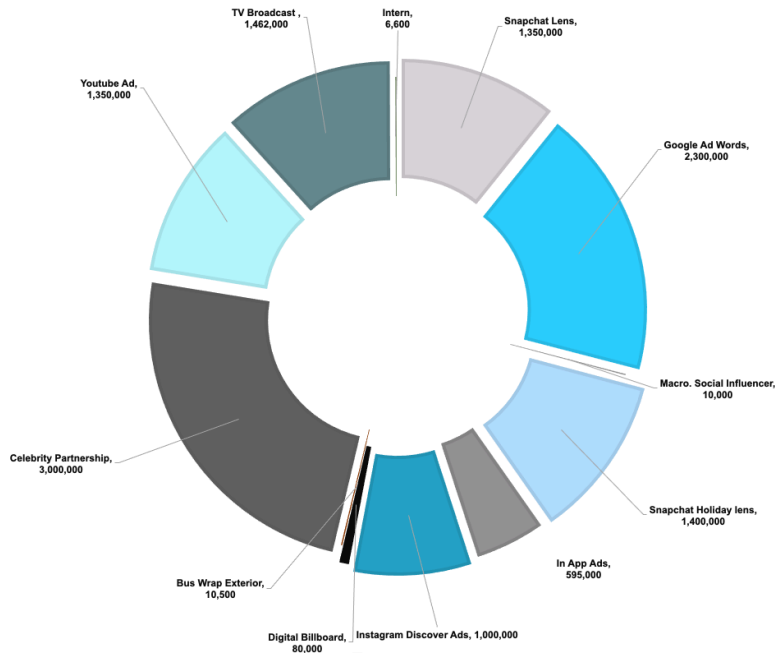


Traditional Media : 85%

Digital Media: 15%

BREAKDOWN

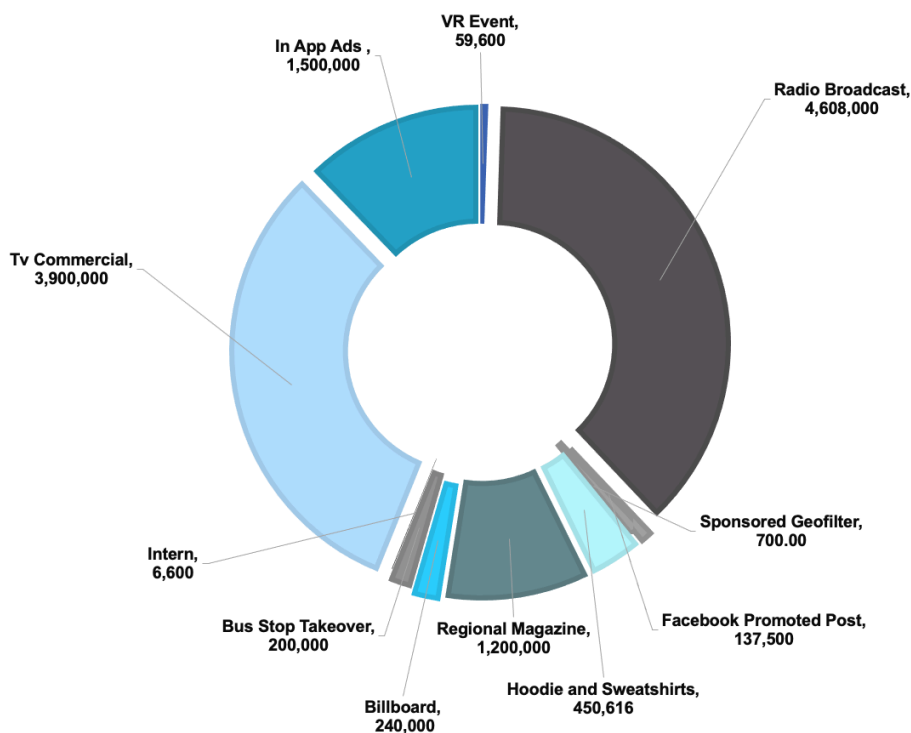
Flight 3:



Traditional Media : 36%

Digital Media: 64%

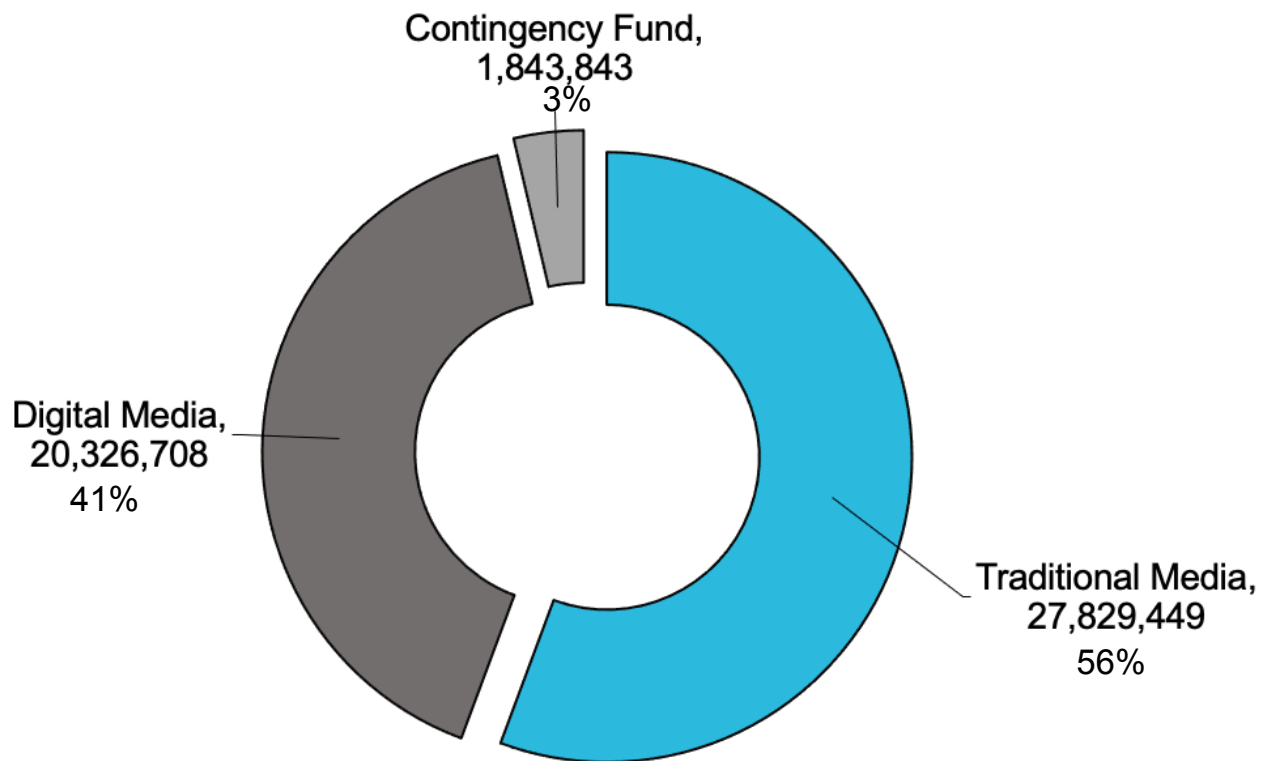
Flight 4:



Traditional Media : 86%

Digital Media: 14%

BUDGET BREAKDOWN



*** Due to COVID regulations and the current state of the world, we have a larger contingency fund to make sure that we have insurance coverages and other expenses covered.



jknk



FLOW CHART HIGHLIGHTS

Flight 1:

2021-2022	SEPTEMBER																													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th
Digital Media																														
Stories Local Geofilter at Pop up Event																														
Facebook Promoted Posts																														
Youtube Ad																														
Snapchat Sponsored Lens																														
Google AdWords																														
Out of Home																														
EV Charging Station Ad																														
Digital Billboard																														
Collaborations																														
Macro Social Influencer																														
Traditional Media																														
Television Broadcast Station																														
Merchandise																														
Power Banks																														
Virtual Reality																														
Event																														
People Power																														
Intern																														

West Coast, September: Kicking off the campaign with VR event and accompanying snapchat pop up geofilter.

Flight 2:

South West																														
Digital Media																														
Instagram Discover Ads																														
Google Ad Words																														
Youtube Ad																														
In App Ad																														
Snapchat Sponsored Lense Holiday Rate																														
Traditional Media																														
Television Broadcast Station																														
Collaborations																														
Major Celebrity Partnership																														
Macro Social Influencer																														
Out of Home																														
Digital Billboard																														
Transportation																														
Bus Wrap Exterior																														
People Power																														
Interns																														

South West, December: Christmas campaigns and beginning of New Years Promotional campaign material.

KPI MEASUREMENT

Key Performance Indicator	Justification
Click-through-rate	Click-through-rate will show the connection between the links that we use in our tactics and how many people actively used them to view the Jeep Wrangler on the Jeep website.
Engagement	Tracking likes, shares, comments, and views we can determine the level of success for individual posts.
Item sales	Item sales will show us how much merchandise is purchased which will allow us to monitor brand awareness as well.
Item giveaways	Tracking the number of items of merchandise that we give away will allow us to monitor brand awareness.
Hashtag use	Monitoring hashtag use online will allow us to evaluate the success of static ads such as billboards as well as overall brand awareness.
Reach	By tracking the reach of our tactics we will be able to see how many people certain ads were seen by, which will be helpful for overall brand awareness.
Views	Tracking views on online and in apps will give us an idea of overall brand awareness.
Attendance	Tracking attendance numbers for our events will allow us to get an overall sense of brand loyalty and allow us to precisely track brand awareness.
Daily Effective Circulation	This metric will allow us to get an estimate for how many people see our stationary ads such as billboards and EV charging station ads based on both pedestrian and vehicle traffic in the area.

ROI OUTCOMES SUMMARY



Based on our key performance indicators, we will evaluate our Return On Investment. How well did our tactics get perceived by the target market? After the release of this campaign, we can also see if the sales of the Jeep Wrangler 4xe increased. This can be an indicator of how successful the campaign was. Overall, we will measure our success by analyzing click-through rates, views, hashtag use, engagement, attendance and giveaway concepts. The KPIs will play a major role in determining if the campaign is successful for Jeep

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