

## **Jeep Campaign 2024**

### **Concept 1: Lifestyle**

The goal is to portray Jeep as not only a choice of what you drive, but a choice in how you live. It's not a vehicle choice, it's a lifestyle choice. This increases brand loyalty and converts people to the jeep life.

#### **Taglines:**

The best things in life are Jeep.

It's not just a way to drive, it's a way of life.

It's not just what you drive, it's a way of life.

On the road of life, choose your direction.

Make Way

Make your own way!

Drive your way!

Make your own rules!

Which way will you go?

It's what moves you.

### **Concept 2: Legacy**

This campaign should focus on the history and legacy of the Jeep brand. Jeep has been around over 80 years! Yet, when most people think of "classic" or "vintage" vehicles, they often think of luxury brands, muscle cars, cadillacs, mustangs...they don't really think about Jeep. We want to change that! With over 80 years of history, Jeep is by all definition a classic, vintage brand. So, let's share some history and showcase the reliability, versatility, and time-honored tradition that is the Jeep brand.

#### **Taglines:**

Strength never goes out of style.

Better with time

Vintage Re-Envisioned

Revolutionary, Legendary

The undisputed champion of the road

The undisputed off-road champion

A classic with attitude

### **Concept 3: Exploration**

When I was a kid studying history in school, I was fascinated by stories of explorers setting sail and discovering new lands and planting their flag in new places. The concept of this campaign is to celebrate Jeep as a brand for off-roading and modern-day exploration. It's our version of Chevy's "Find New Roads", but instead we are taking it off road and creating more room for exploration.

#### **Taglines:**

Set sail on the open road.

Expand your world.

The best views go with you.

The best views are wherever you are.

4 wheels, in all 4 directions

Anywhere you want to go.

Take the scenic route.

Choose any direction.

Elk Grove Ford

For this Ford campaign, I decided to start with some general keywords associated with the brand...

Keywords: Strong, Powerful, Tough, All Terrain, Trustworthy, Loyal, Integrity, All Weather, Off Road, Resilient, Variety, Affordability, Dependable, 1<sup>st</sup> class, historic, tradition, generational, fast, safe, precision, value, customization, leaders, pioneers, performance,

Based on the keywords generation, I felt the Ford brand and its history comes with a lot of values associated with the name over the years it's been around. Therefore, I felt the campaign concept should be one based on Values.

**Concept 1: Values** – The campaign should be focused on the Values associated by the Ford Brand. This has already been a focus of Ford as it has often utilized words like Strength, Toughness, and Power. But how about values less associated with the vehicle, and more associated with the brand itself. Words like loyalty, integrity, affordability, resilience, tradition, pioneers, dependability, etc.

**Taglines:**

Drive with Integrity.

Symbolically Strong.

A Ford Ability

One Tough Mudder

Integrity that Moves You

Integrity that Moves with You

Loyalty in 4 Wheel Drive

**Concept 2: Amenities** – This campaign should be designed for the average Joe, the non-car enthusiast. Most adverts brag about horsepower, mph, etc. But the average person driving to the office Monday-Friday is not a car enthusiast, and let's face it, they are purchasing their vehicles for the bells and whistles. So, let's emphasize the extras, beyond the driving aspects.

**Taglines:**

What Can't This Brand Do?

Yeah, It Can Do That Too.

There's Much More to Us Than What's Under the Hood.

**Concept 3: A Feel-Good Brand** – People's brand loyalty can be the result of many different things, from dependability, to performance, to features and amenities. But for some people, their reasons for liking something can't be put into words. Sometimes, it just feels good. This campaign should celebrate Ford as a feel-good brand. It's not about the bells and whistles, but just that it feels comfortable and feels like home.

**Taglines:**

Because It Just Feels Good.

The Brand with a Can-Do Attitude.

Make Driving Your Favorite Pastime.

Make Driving Your Favorite Sport.

Go The Distance.

Home Is Not the Destination, It's the Journey.

