

Jeep Campaign 2023

Topic 1. What's Your Next Adventure?

Creative Concept:

We want to focus on the exclusivity of the Jeep brand as a culture, a club, an elite member's only group that offers those who join adventure, fun, and to be welcomed as part of this special society. We want them to think and feel, "I love adventure too! I want to be part of the jeep culture."

Video/posts:

We do this by using a combination of video and posts to show jeeps parked beside each other and people gathered around socializing. We show a jeep driver driving past another jeep driver and the two doing the jeep wave to one another or show a symbol of the jeep wave.

<https://www.capecoralchryslerdodgejeepram.com/jeep-wave-explained-honor-program/>

<https://www.youtube.com/watch?v=Pq1iJLQQox8>

We show different adventures of a jeep. For example: Off-roading, camping, people laying sitting in the back chatting or at a drive-in movie, etc.

We focus on the customization of the jeep, ie. License plates, decals, grills, 5th wheel covers, etc. and really drive home the fact that as jeep drivers, they get tons of ways to customize their jeeps to show their own style and brand. We show the jeep brand outside of the vehicle itself. Shirts, hats, any and every kind of branding people use to say, "Hey. I'm part of the jeep culture."

<https://www.redbubble.com/i/sticker/Jeeple-Mustard-by-Julie2911Lee/47123546.EJUG5>

Script Ideas:

1. "We are adventurers, thrill seekers, outdoors enthusiasts, explorers, wanderers, dreamers, do'ers... above all...We are Family. We are Jeep."
2. "Adventure is out there waiting for those who dare to seek it. What are you waiting for? Join the Jeep Revolution"
3. "Life is better when you are part of something bigger. Jeep...Be Bold. Be Brave. Be You."
4. "We go wherever we want. We do what others cannot. We are fearless. We are Jeep."
5. "Where others see nothing, we see Everything. We see Adventure. We are jeep people"
6. "What are Jeeple? People who live their lives outside the lines or without confinement. People who seek adventure on any of life's terrains. People who see the world differently. We are regular people. We are Jeeple."
7. "When you see someone driving a sports car, you might ask "How fast does that thing go?" or How much does that cost?" When you see someone driving a truck, you ask "How many miles do you get to the gallon?" or "Can you help me move some furniture?" When you see a jeep, there's only one question to ask, "What's your next adventure?"

Hashtags:

#jeeplife #jeeppeeps #jeeppeople #jeeple #wearejeeple #jeepadventures #jeepsquad #jeeprevolution #wearejeep

Slogans:

"What's your next Adventure"

"Your Adventure Awaits"

"Join the Jeep Revolution"

"We are Jeep"

Topic 2: We Want to Buy Your Car

1. "Used Car? Cash Back. New Ride. Now is the Time!"
2. "Used Car + Cash Back = New Ride. The answer has never been clearer."
3. "We Buy Your Old Car, So You Can Buy New."

4. “Used Car to Cash to Brand New Car, in a Dash! Just sign on the dotted Line.”

(image of dotted line on roadway)

5. “Feeling buyer’s remorse already, we’ve got the cure. We will buy back your vehicle so you can get it right the second time around and drive off in a Brand New Jeep today.”

Topic 3: Clearance Super Sale on 2022 Models – Cashback incentive

1. “The New 2023 models have arrived and we’re making room. So, it’s time for all our 2022’s to go VROOM! Rev your engines and race on in to our 2022 Clearance Super Sale and get them while their hot!”
2. “Out with the old and in with the new. Help us say goodbye to 2022 and drive off with a new 2022 Jeep for Super Cheap! Our Clearance Super Sale is happening now!”
3. “It’s time to welcome in the new 2023 class. Our 2022 Jeeps are all lined up and ready to take center stage for their big graduation day! Much like proud parents, we hate to see them go, but the time has come for them to get out and see the world. Take home one of our new 2022 Jeep models for an all-time low price at our 2022 Clearance Super Sale Graduation Celebration.”

Topic 4: Most popular Vehicles (Wrangler/Gladiator)

1. “You may be familiar with our award-winning Jeep Wrangler, “the toughest vehicle in the world.” But, now there’s a new tough guy in town! The Jeep Gladiator is in a class all its own, with Its combination of classic Jeep durability and pickup truck convenience, making it one of the strongest, sturdiest, and most reliable Jeep vehicles ever made! Nothing gets tougher than when Jeep meets truck!”

2.

clas·sic

/ˈklasɪk/

adjective

1. judged over a period of time to be of the highest quality and outstanding of its kind.
2. serving as a standard of excellence

noun

3. a work of art of recognized and established value.

“No matter how you choose to define it, our #1 selling Jeep Wrangler is a true automotive Classic. This best-in-class offroad vehicle has power and reliability that is unmatched. With its fully customizable iconic style, world-class design, and innovation, it is a supreme champion on any and all terrain! Because, somethings are just built to last!”