

Stellantis, Jeep Wrangler 4xe

Background

At the time of media plan construction, Jeep planned to launch a new hybrid innovation “forging a new path to the future.” This was the first plug-in hybrid vehicle of its kind and the brand’s first electric vehicle in the United States. The brand faced the challenge of getting the word out given how new the vehicle was, particularly to electric vehicle drivers and intenders.

Objective

The brand’s objective was to generate awareness as the new hybrid 4x SUV becomes more firmly established in the market-place. Specifically, Jeep looked to reach drivers at key moments in their daily commutes as they charged their vehicles. The client also sought to improve top- and mid-funnel metrics for their new vehicle and establish and increase positive brand perception.

Strategy

A leading charging station was uniquely positioned to help Jeep reach consumers and drivers at key moments during their day, supporting its iconic shift in the electrification of mobility. In keeping with the brand’s authenticity, the new hybrid SUV was the first OEM to utilize the charging station’s dynamic weather-based ad capabilities to serve two different creative concepts.

These unique charging stations – which feature large, eye-catching digital displays – provided an optimal content viewing experience for drivers who plug in their vehicles and all local consumers when and where they shop. To raise awareness, the brand creative was seen in select markets on charging stations throughout July 2021.

This campaign was unique because it used a dynamic weather-based ad capability to serve two different creative concepts from the brand. When it was sunny out, the creative featured an SUV with the top down, going out and exploring, and the second creative emphasized that even in the cloudiest of weather, the SUV is still your go-to vehicle. The ads featured the taglines “embracing nature has never felt more natural” for the sunny day version and “charge ahead and take on the elements” for the bad weather version.

Plan Details

Market: Los Angeles & San Francisco



Flight Dates: May 3rd, 2021–July 31st, 2021

OOH Format: Volta Media; 55-inch screens

Additional Media Formats Used: N/A

Target Audience: EV drivers during their daily commutes, EV intenders

Budget: \$845,000

Results

Campaign Success: Brand (3rd party brand research study)

100% increase in aided awareness, 112% increase in consideration, 88% increase in positive opinion

Campaign Success: Environmental (charging stations)

224,539 electric vehicle miles powered, 100,040 lbs of CO2 offset, 750 equivalent trees planted, based on carbon offset

Select press coverage of the campaign:

Yahoo Finance: <https://finance.yahoo.com/news/jeep-wrangler-4xe-hosts-network-123000018.html>

Automotive World: <https://www.automotiveworld.com/news-releases/jeep-wrangler-4xe-hosts-network-takeover-on-volta-charging-stations-in-select-cities/>

Stellantis: <https://media.stellantisnorthamerica.com/newsrelease.do?id=22724&mid=1>