

Jeep Adventure has Evolved

The Jeep Grand Cherokee is the most awarded SUV ever, however, it was perceived to lack the quality and engineering prowess of its competitors. Jeep needed to prove the Grand Cherokee stood for quality, was technologically advanced and relevant to the UK market. It was essential for the campaign to shift brand perception, increase purchase consideration and overall sales amongst UK ABC1 Men.

8.5^m

Reach of ABC1
males

33%

Increase in product
consideration

1st

Prize winner of TV
sponsorship award



Insight

Maxus audience insight demonstrated that consumers are increasingly looking for brands that give them an identity rather than a status. To fit the style and authenticity of the brand, Jeep needed a partner that complimented and amplified its qualities and values. National Geographic, a brand with a long, rich heritage of quality and trust, was perfect for delivering the 'Adventure Has Evolved' partnership.

Being a leading content producer and with great storytelling at the heart of everything they do, National Geographic was a natural partner for this ambitious campaign and a perfect platform for Jeep to tell their own unique story.



Idea

Jeep Grand Cherokee became the year-long sponsor of Primetime on the National Geographic Channel from 1st February 2014. Bespoke idents were filmed in the UK by the National Geographic Channel team and the statement 'Adventure has Evolved' emerged as the creative hook.

Beyond the Primetime sponsorship Jeep created stories and 'reasons to believe' around the Grand Cherokee. Nine 60" mini-documentaries were created with the National Geographic Channel's multi-award winning presenter Tim Shaw.

Tim's authentic charm, engineering background and passion for adventure made him the ideal candidate to embody the Grand Cherokee message. The #jeeproadtrip saw Tim embark on a trip around the UK which took him rib boating on the Thames to Gliding over the Brecon Beacons. Beautifully shot by the National Geographic Channel production team this premium content showcased the Grand Cherokees product features in an editorially credible way against the backdrop of the British Landscape.

To extend the 'Adventure has Evolved' partnership 30" cut downs of the mini-documentaries were used to target ABC1 men across the Sky Portfolio in key programmes such as News, Football and Cricket delivering a reach in excess of 8.5 million ABC1 men.

THE GREAT JEEP ROAD TRIP ARCHERY



Recently Jeep has experienced sustained growth, and the partnership is a key cornerstone for that. It's taken the business challenges and provided a different, but integrated solution focusing on content, to thus far great success.

**Damien Dally, Head of Brand
at Chrysler Jeep**



Activation

In addition to the on-air sponsorship and content strategy, rich media digital inventory (with the 30" cut downs embedded) ran across the National Geographic website as well as Sky Sports and News digital channels.

There was social marketing activity across both National Geographic's channels and Jeep's social channels, including a competition for Jeep's social followers to win a year-long subscription to National Geographic magazine in Q1 2015. A quarterly newsletter was produced and issued to the National Geographic database of 20,000 to drive engagement as well as data capture.



Results

A brave and radically different approach for Jeep, the partnership formed the only major above-the-line support for the Grand Cherokee in 2014.

Shift in perception

- Sponsorship more than doubled the Jeep Grand Cherokee image amongst viewers
- Consideration amongst viewers has increased 33% wave on wave.

Sales

- Jeep ownership rose wave on wave between the May and October wave of activity.

Award winning

- The overarching success of this Jeep and National Geographic partnership was celebrated through winning the TV Sponsorship -Over £750K category supported by Thinkbox at the 2015 UK Sponsorship Awards.