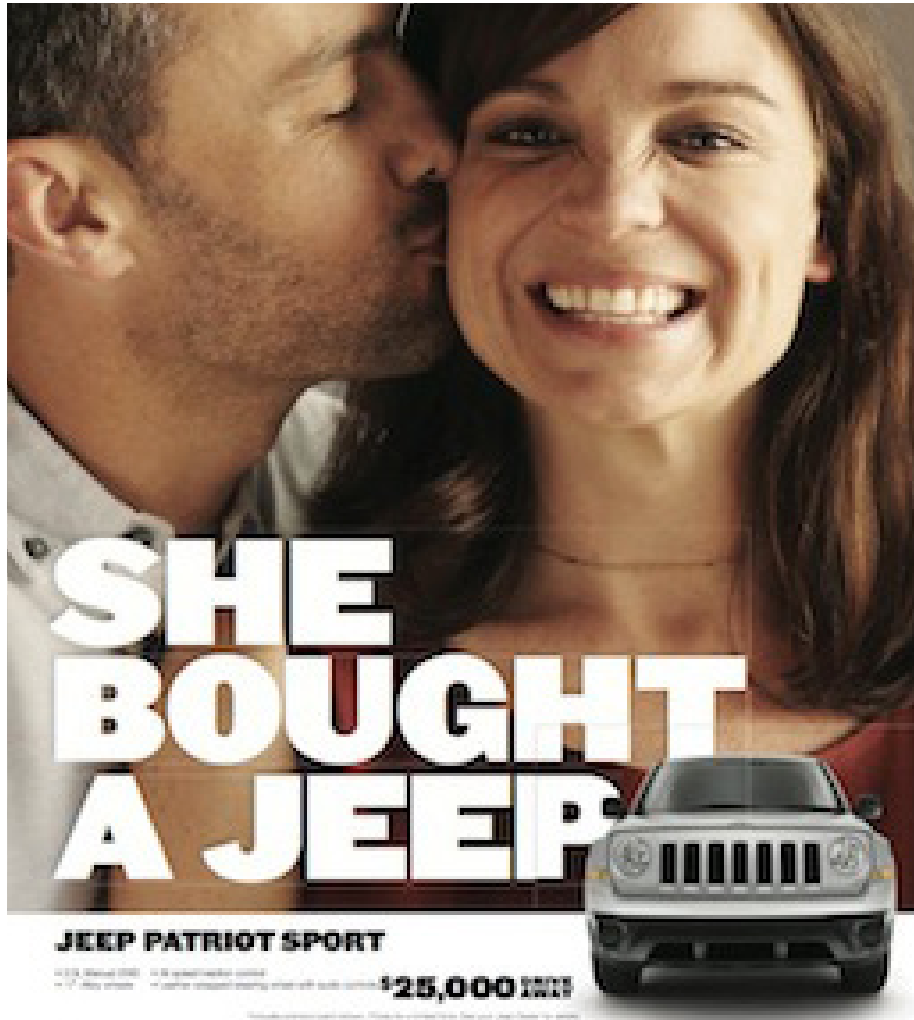


I BOUGHT A JEEP!

Jeep's strategic journey to grow market share



> JEEP REPOSITIONED ITSELF THROUGH THE USE OF STRONG MULTICHANNEL MARKETING.

> INTEGRATING A STRONG PRINT MEDIA COMPONENT WITHIN JEEP'S CAMPAIGN ENABLED HIGH ENGAGEMENT WITH THEIR TARGET MARKET & PUSHED A TV & PRINT PARTNERED CAMPAIGN

> CAMPAIGN INCREASED JEEP SALES 252%, FROM 4600 SALES PER YEAR TO 30,000 IN 2014.