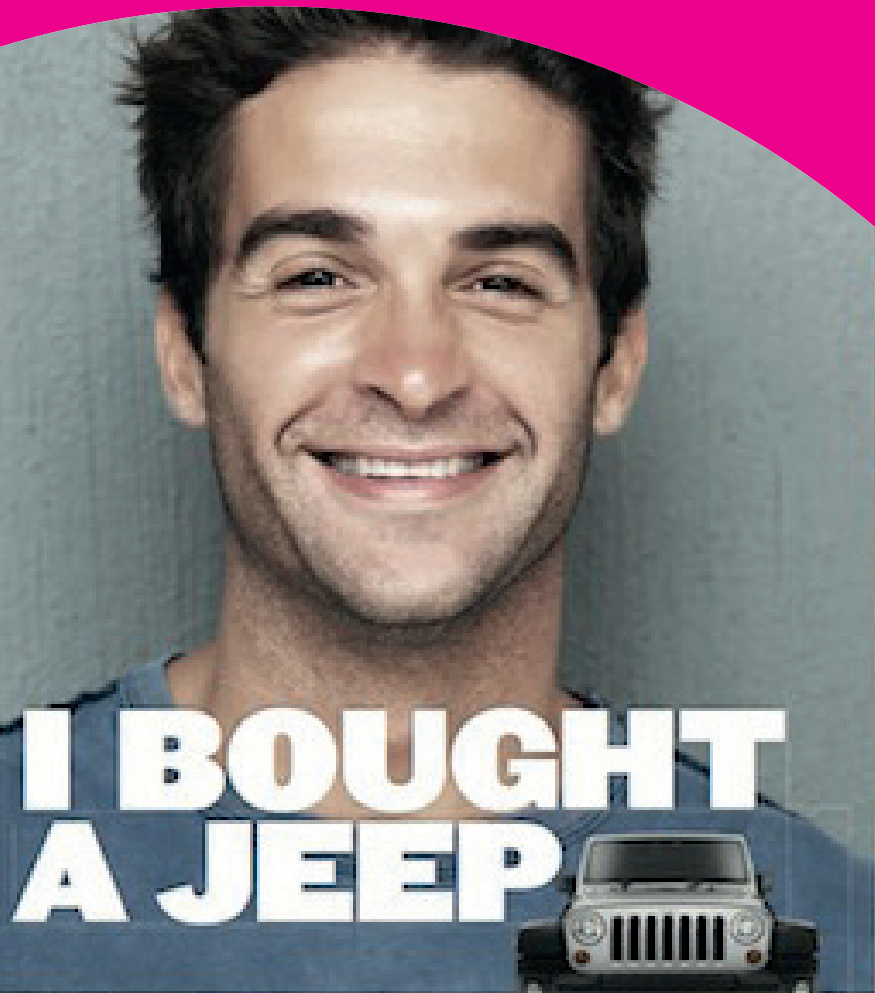


JEEP

I BOUGHT A JEEP!

Jeep's strategic journey to grow market share



2011 JEEP WRANGLER SPORT
\$34,000



JEEP PATRIOT SPORT
\$25,000

JEEP REPOSITIONED ITSELF THROUGH THE USE OF STRONG MULTICHANNEL MARKETING.

- CAMPAIGN INCREASED JEEP SALES 252%, FROM 4600 SALES PER YEAR TO 30,000 IN 2014.
- INTEGRATING A STRONG PRINT MEDIA COMPONENT WITHIN JEEP'S CAMPAIGN ENABLED HIGH ENGAGEMENT WITH THEIR TARGET MARKET & PUSHED A TV & PRINT PARTNERED CAMPAIGN

V•PP

vopp.com.au | vopp.co.nz