



SapientNitroSM





Wheel Train is a group of four individuals that work like the gears behind a clock. Always moving forwards as our group dynamic allows us to keep the trains running on time, or meet deadlines depending on what industry you are in.



Problem

The program name references the Jeep Wave tradition, but does not embody the same sentiment. It has low awareness and low engagement. The program should entice new Jeep Drivers, and engage existing owners confidence to drive their Jeep and add a sense of belonging to the Jeep family.



S.W.O.T

Strengths

- Widely recognized as a brand for adventure seekers.
- Large cult following

Opportunities

- Can Utilize their ability to intrigue adventure seekers
- Already has a popular and functioning App. With potential for growth
- Jeep trails established and already mapped out.

Target



Darryl

- Male
- 36
- Fishes & Hunts
- Goes to a monthly Jeep meetups
- Is a Weekend Warrior
- Refuses to settle for anything but the best

Primary Target
Males and Females 25+
Skewed 60:40
Innovators, Adventure Seekers
Desire Inclusivity
“We Are Jeepers”



Maggie

- Female
- 26
- Goes Mudding & likes to go on road trips in her Jeep.
- Is a Weekend Warrior
- Leader of the pack

Wave and Conquer

Objectives

- Position the Jeep Wave as a call to adventure.
- Involve not only current Jeep owners but to intrigue potential buyers.
- Create a digital based event that creates a community through the Jeep Wave program.
- Inform the target audience of Jeep Wave specs and demonstrate use.



THE BIG 3

Insights

There is an emotional disconnect between drivers in different states.



Big Idea

Connect and inspire the Nation and all it's Jeep drivers through a nationwide relay, centered around the idea of a Digital Wave.



Tagline

Wave to connect,
Wave to conquer.



Concept

Wave & Conquer is a nationwide relay that connects all Jeep drivers

Signing up through Wave program for a leg of the relay

You are assigned a leg of the race according to your Jeep model

Drive the brand coast to coast and connect the jeeper community through the digital wave.

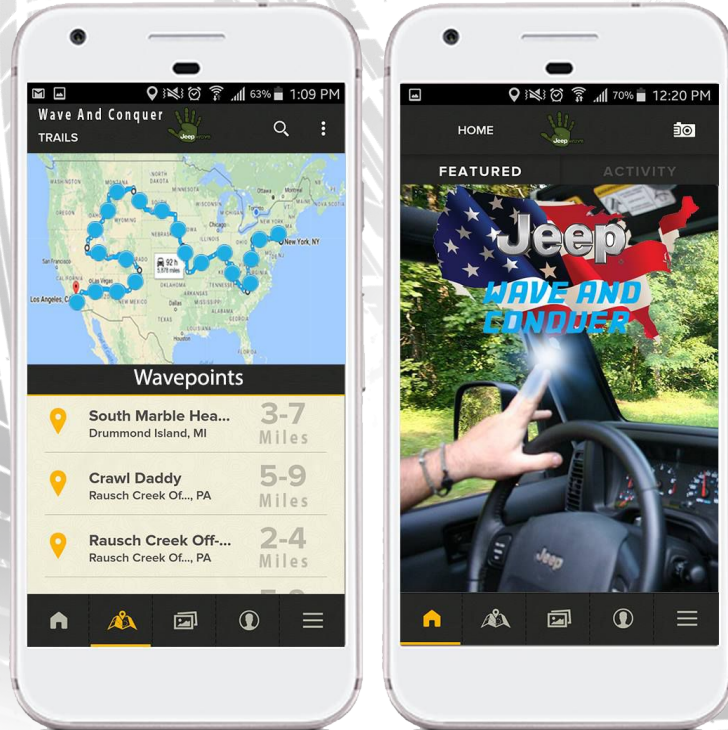
Make the wave program embody the original sentiment of respect and unity.

Highlight wave benifites throughout each leg of the relay



Creative Executions

App



- Jeepers Navigator.
- Essential in making the “Digital Wave”
- Allows Jeepers to know more about each other.
- Alerts the driver when it is time for a tune-up.



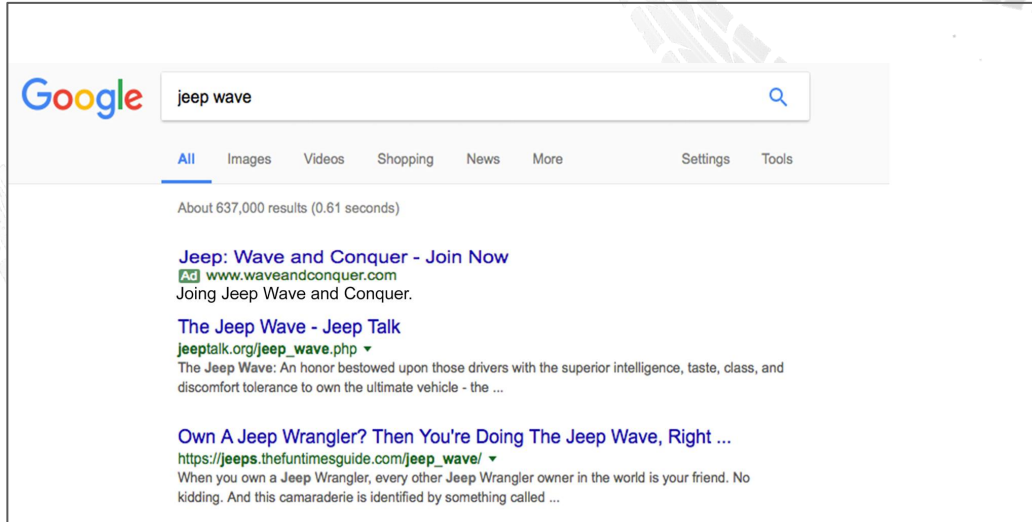
Wave & Conquer Microsite

- The Microsite will act as a hub for the campaign.
- Keeps track of all riders stats on the trail.
- Displays meeting points and where to use The Wave Program benefits.

Wave & Conquer Microsite



Google Adwords

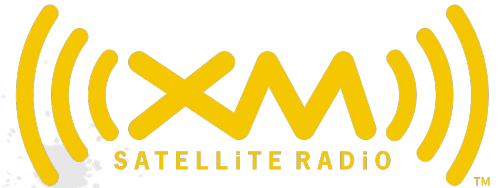


The image shows a screenshot of a Google search interface. The search bar contains the text "jeep wave" and a magnifying glass icon. Below the search bar, there are navigation tabs for "All", "Images", "Videos", "Shopping", "News", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 637,000 results (0.61 seconds)". The search results are as follows:

- Jeep: Wave and Conquer - Join Now**
Ad www.waveandconquer.com
Joining Jeep Wave and Conquer.
- The Jeep Wave - Jeep Talk**
jeep-talk.org/jeep_wave.php ▼
The Jeep Wave: An honor bestowed upon those drivers with the superior intelligence, taste, class, and discomfort tolerance to own the ultimate vehicle - the ...
- Own A Jeep Wrangler? Then You're Doing The Jeep Wave, Right ...**
https://jeeps.thefuntimesguide.com/jeep_wave/ ▼
When you own a Jeep Wrangler, every other Jeep Wrangler owner in the world is your friend. No kidding. And this camaraderie is identified by something called ...

Jeep Wave Radio

- Live updates on who is doing what across the Wave & Conquer Trail.
- Stories from Jeep owners about their favourite moments.
- Good O'l Americana music.
- Comedy



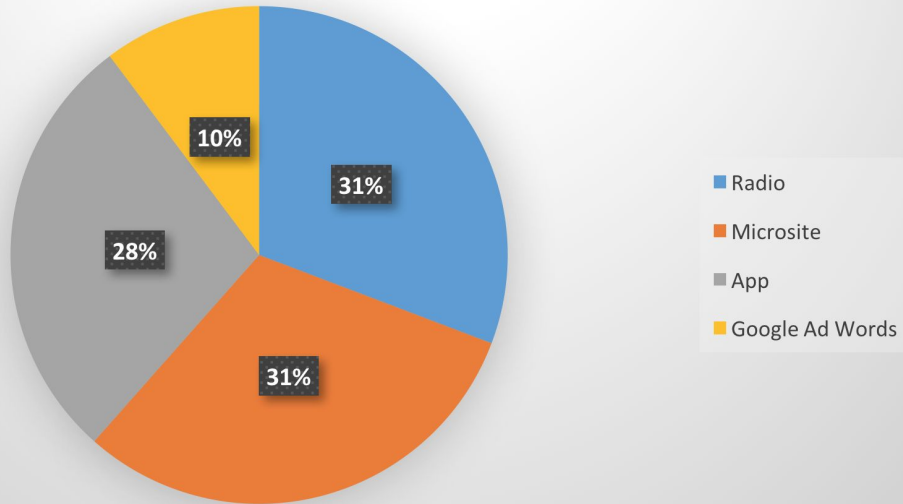
Jeep[®]



Budget

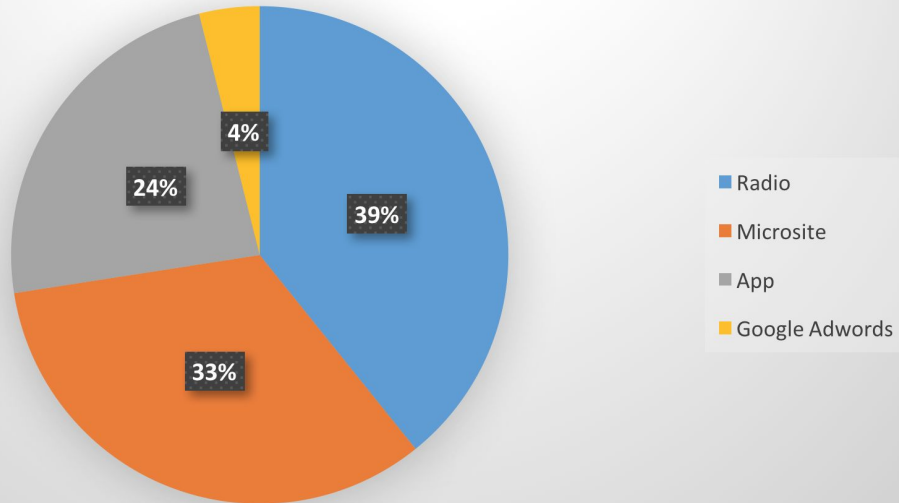
Production Budget

Wave and Conquer Production



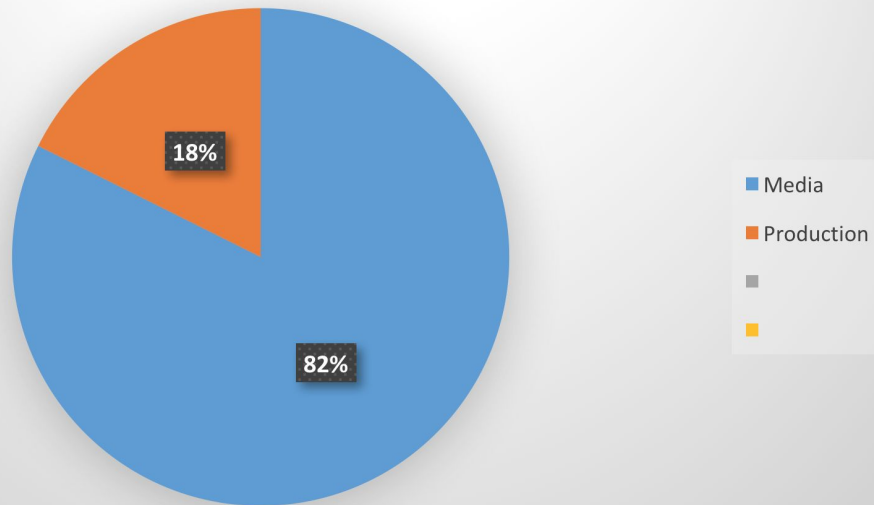
Media Budget

Wave and Conquer Media Budget



Total Budget

Wave and Conquer



Flight Schedule

Medium	June	July	August
Microsite	[Redacted]		
App	[Redacted]	[Redacted]	[Redacted]
Sat. Radio	[Redacted]		

We have chosen to run the Wave & Conquer campaign during the summer months as they will be the best times for cross-country driving.



Solution Circle

Insight

There is an emotional disconnect between drivers in different states. Jeep drivers want to connect through events that feature their own vehicles.

Big Idea

Connect and inspire the Nation and all it's Jeep drivers through a nationwide relay, centered around the idea of a Digital Wave.

Why it Works

Wave & Conquer will inspire camaraderie, highlight Wave benefits and connect all the nations Jeepers.

Problem

Lack of awareness of the wave program, lacks sentiment to the origin of the wave.



Why it Works

- This campaign works on a multitude of different levels and hits all our checkboxes, it;
- This campaign generates mass consumer awareness of the Jeep wave Program.
- Increase engagement and usage of the existing Badge of Honour app and jeep wave program.
- Demonstrate the benefits of being a part of The Wave Program.
- Create a sense of community within Jeep Drivers coast to coast.

National Treasure

Objectives

- Create a call to action to embrace the brand that “answered the call” in WW2
- Highlight Jeep’s ability to be taken apart, and the maintenance program that will put it back together.
- Inform the target audience of Jeep Wave specs and demonstrate the use of Jeep Wave.

THE BIG 3



Insight

Jeeps Brand has a powerful relevant History, that Jeepers respect and wish to honor.

Product Insight

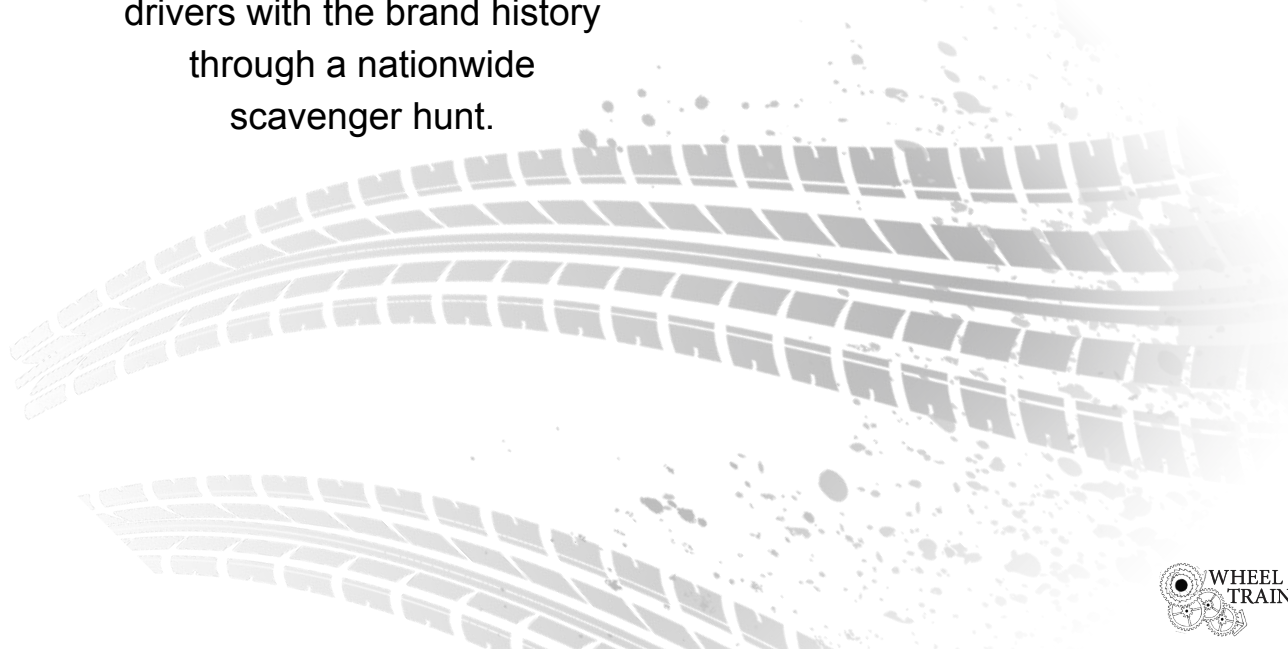
The one vehicle originally designed to be taken apart, now has a specific maintenance program to put it back together.

Big Idea

Reconnect present day Jeep drivers with the brand history through a nationwide scavenger hunt.

Tagline

Explore more, together.



Concept

This campaign will inspire a sense of adventure amongst jeep drivers that ignites their passion for exploring. The campaign will surround a nationwide treasure hunt for parts of an original jeep willy, the significance of taking the jeep apart is to highlight the Jeep Wave Maintenance Program that keeps it all together. By asking Jeepers across the country to find the hidden parts we are uniting everyone within the jeep community and creating a desire for outsiders to join.

Creative Executions



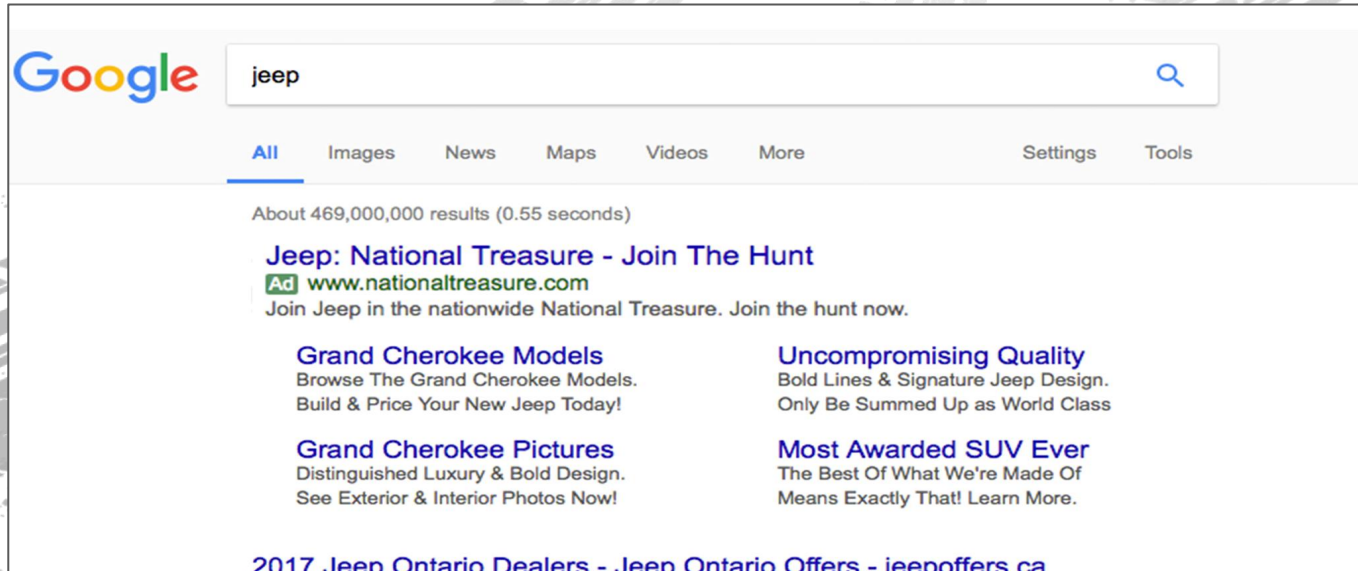
- Keep Track of all the hints released, parts found and event timeline.
- Generates map that helps narrow down the search area.
- Use the app to digitally wave and connect with other Jeepers.
- When parts are found the recommended maintenance package for that part will be explained.

National Treasure Microsite

- Hub of the campaign.
- Where hints will be released.
- Networking for fellow Jeepers, make trades.
- Google Adwords will get people onto the Microsite.
- Promotional video will catch the audience's attention.

[National Treasure Microsite](#)

Google Adwords



The image shows a screenshot of a Google search results page for the keyword "jeep". The search bar at the top contains the word "jeep" and a magnifying glass icon. Below the search bar, navigation tabs for "All", "Images", "News", "Maps", "Videos", "More", "Settings", and "Tools" are visible, with "All" selected. The search results indicate "About 469,000,000 results (0.55 seconds)". The first result is an advertisement for "Jeep: National Treasure - Join The Hunt" from "www.nationaltreasure.com". The ad text reads: "Join Jeep in the nationwide National Treasure. Join the hunt now." Below the ad, there are four promotional cards for Jeep models: "Grand Cherokee Models" (Browse The Grand Cherokee Models. Build & Price Your New Jeep Today!), "Grand Cherokee Pictures" (Distinguished Luxury & Bold Design. See Exterior & Interior Photos Now!), "Uncompromising Quality" (Bold Lines & Signature Jeep Design. Only Be Summed Up as World Class), and "Most Awarded SUV Ever" (The Best Of What We're Made Of Means Exactly That! Learn More.). At the bottom of the search results, there is a link: "2017 Jeep Ontario Dealers - Jeep Ontario Offers - ieenoffers.ca".

Google

jeep

All Images News Maps Videos More Settings Tools

About 469,000,000 results (0.55 seconds)

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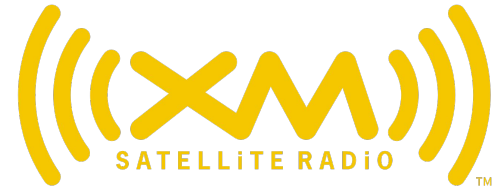
Grand Cherokee Pictures
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[2017 Jeep Ontario Dealers - Jeep Ontario Offers - ieenoffers.ca](#)

National Treasure Radio

- Live updates on who has found what during the National Treasure event
- Stories from Jeep owners about their favourite moments.
- Good O'l Americana music.
- Comedy
- Releasing clues as to where the next part will be.



Jeep[®]



Near Field Communication

- Acts as a rally point for all Jeep drivers and their crews.
- Some NFC points will have secret clues.
- Provides updates on proximity to treasure
- Relays information on which Jeep drivers have passed each rally point and how many are currently on this route.



Solution Circle

Insight

Problem

Lack of awareness of the wave program.

Big Idea

Connect Jeepers through a nationwide Jeep Scavenger hunt.

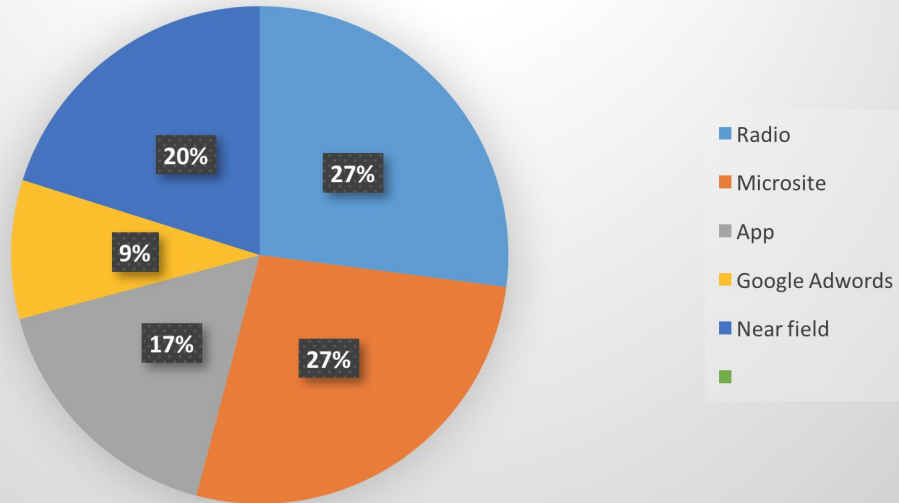
Why it Works

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Budget

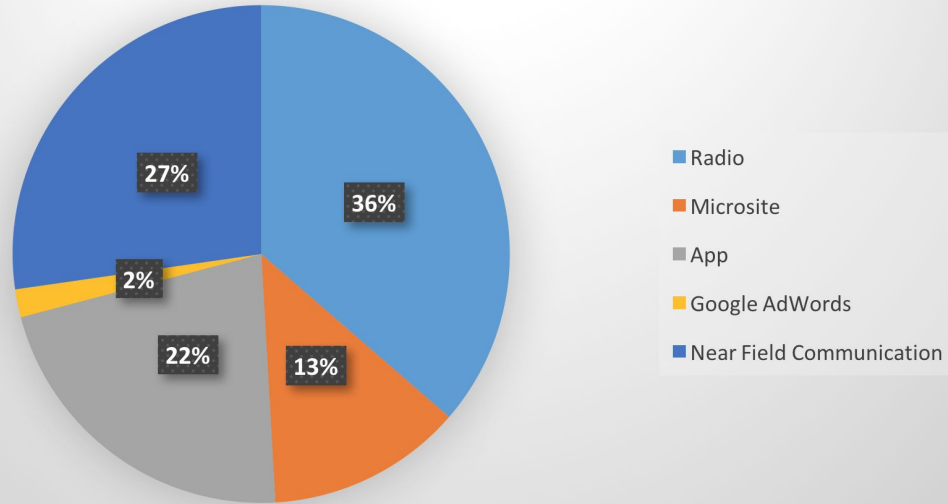
Production Budget

National Treasure Production



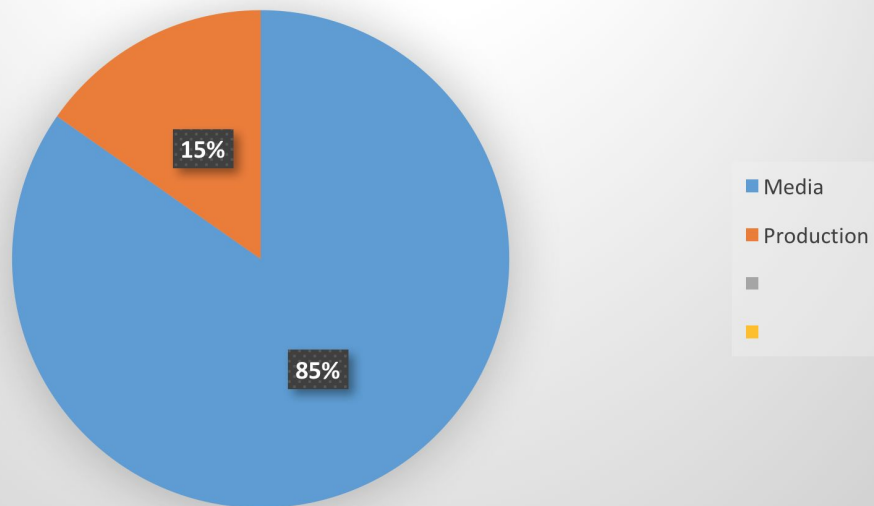
Media Budget

National Treasure Media Budget



Total Budget

National Treasure Total



Flight Schedule

Medium

Microsite

App

Sat. Radio

Near Feild Com.

YouTube

July

August

Why it Works

- generate mass consumer awareness of Wave Program.
- Demonstrate the benefits of being a part of The Wave Program.
- Reinvigorate the sense of patriotism within the brand. Increasing consumer consideration of brand.
- Creates a call to action that gets Jeeps excited about a nation wide event.
- Exclusive to the jeep wave program

Thank You

