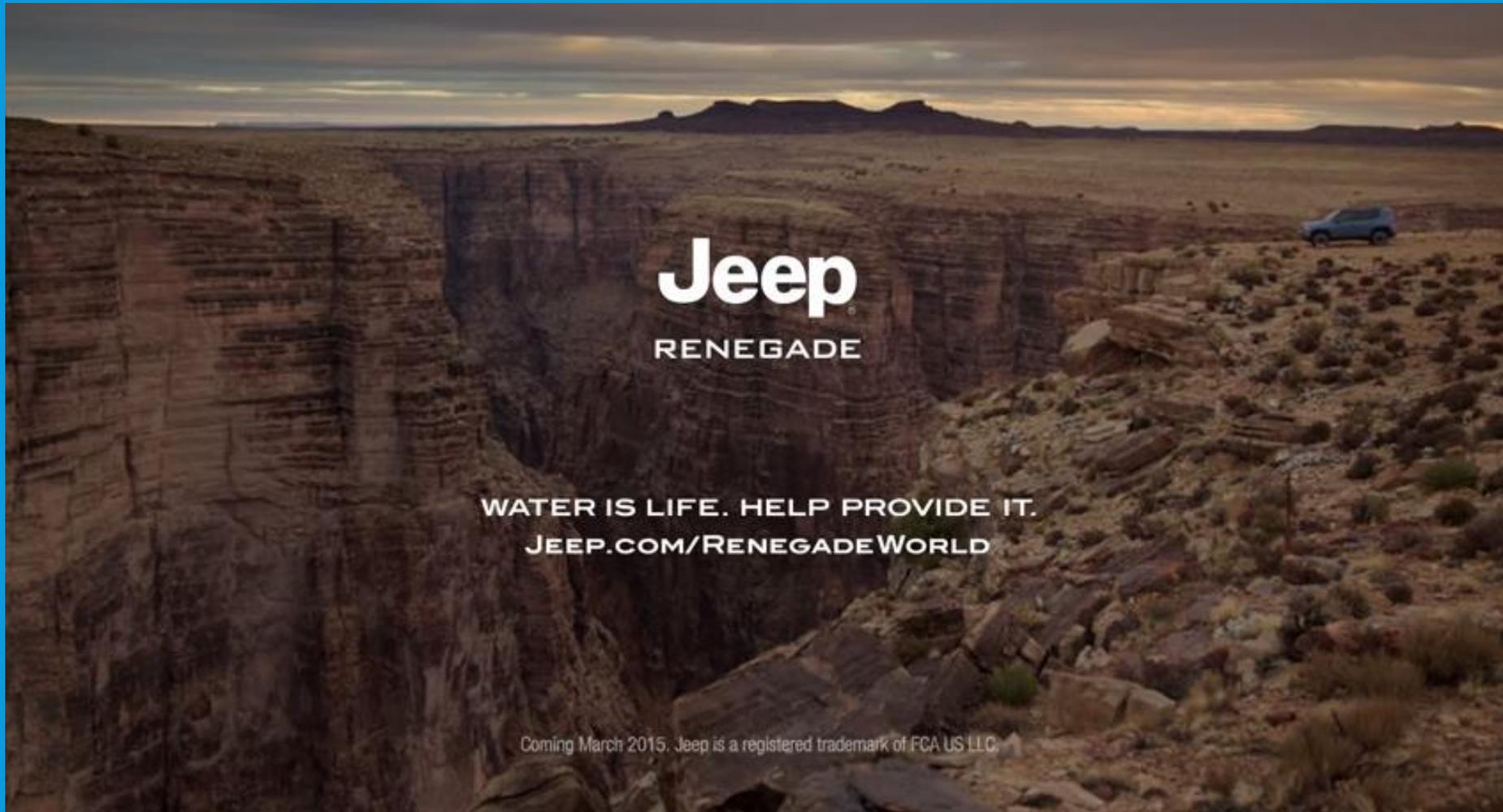


PRINCIPLES OF MARKETING

Ross Evans – 4/21/2015

JEEP'S 2015 SUPER BOWL COMMERCIAL



Jeep
RENEGADE

WATER IS LIFE. HELP PROVIDE IT.
JEEP.COM/RENEGADEWORLD

Coming March 2015. Jeep is a registered trademark of FCA US LLC.

WHAT “CUSTOMER VALUE” IS JEEP
COMMUNICATING?

SOMEHOW THE COMMUNICATION BROKE DOWN



Tom Metzger
@TheTomMetzger

Follow

"This Land Is Your Land" is about America, not the whole world. @Jeep

9:08 PM - 1 Feb 2015

4 RETWEETS 4 FAVORITES



Katie Pavlich
@KatiePavlich

Follow

They are showing video of places not in America while playing "This Land is Your Land" which is about America.
#CommercialFail #SuperBowl

9:05 PM - 1 Feb 2015

541 RETWEETS 662 FAVORITES



Nico Helems
@CheeksAndDekes

Follow

Jeep should be kicked out of America for using that song as an advertisement for the world

9:06 PM - 1 Feb 2015

3 FAVORITES



Mitch Losito
@Mitch_pulease

Follow

I am now boycotting Jeep because of this commercial.

9:04 PM - 1 Feb 2015

3 RETWEETS 3 FAVORITES



HOW DOES THIS HAPPEN?

COMMUNICATING CUSTOMER VALUE

WHY DO WE NEED TO STUDY
COMMUNICATIONS?

WHY WE STUDY COMMUNICATIONS

- Choosing to not have a communications strategy means you're leaving communication to chance
- Communication can build trust...but only if it's "real" and consistent
- If you have a great product and choose to not have a strategy for communications...well, who cares
- We (businesses) all have a story to tell...it will get told one way or the other.

THE BEST COMMUNICATION STRATEGY IS “INTEGRATED”

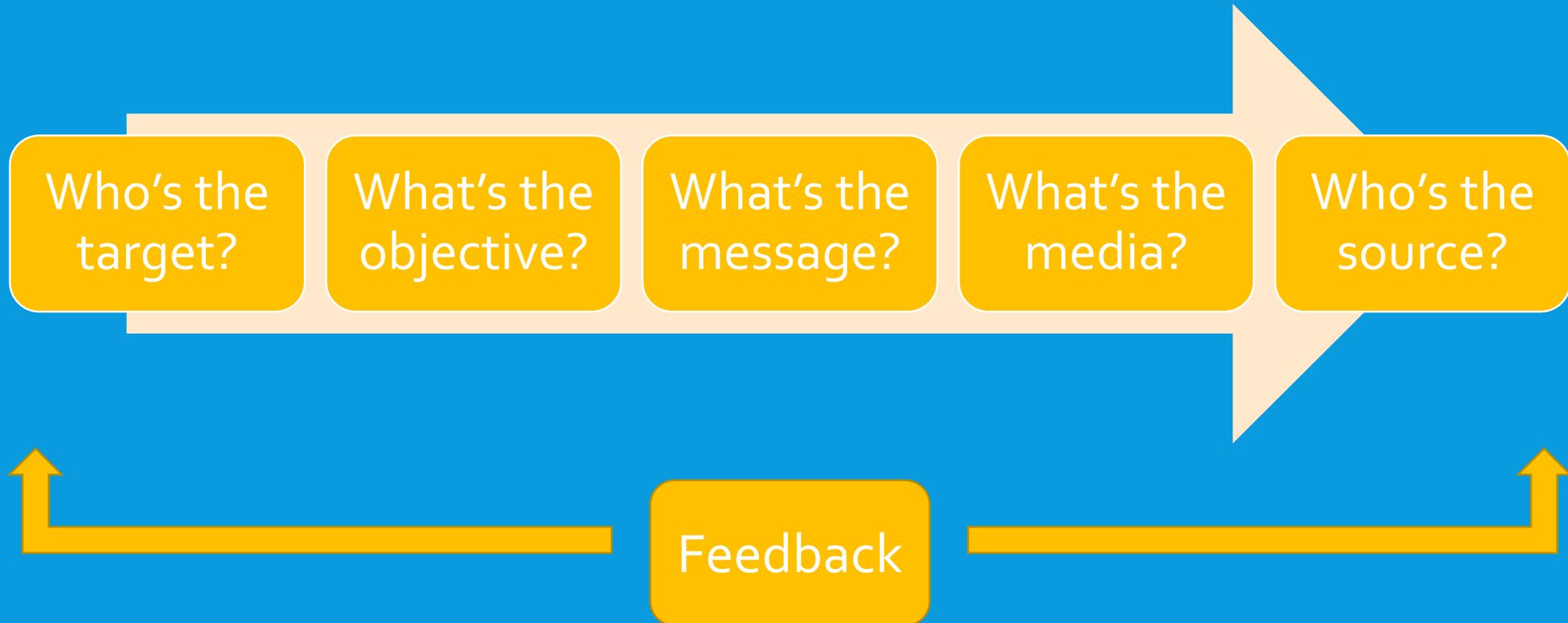
Integrated marketing means all pieces of the promotional mix are “speaking the same language”. This includes:

- Advertising – presentation or promotion of business/products that is paid for
- Sales Promotion – incentives to encourage purchases
- Personal Selling – person-to-person selling
- Public relations – building good relations with the public through favorable publicity
- Direct marketing – targeting a specific audience to obtain an immediate response

INTEGRATED COMMUNICATIONS...

- Delivers a consistent message at every touch point the consumer has with the brand.
- Ties together all company messages and images
- Tells one story with one voice.
- Is especially difficult when blending online and offline

STEPS FOR CREATING AN INTEGRATED MARKETING MESSAGE



RISKS OF CELEBRITY BRAND AMBASSADORS

- Images change (remember Tiger Woods)
- Celebrities get overexposed
- What happens with the celebrity is “bigger” than the brand?
- Consider the target first and how the celebrity will connect with them