



2020 Jeep Gladiator Exposure Campaign

May 08, 2019

Prepared for:

David Labar / Jeep

Prepared by:

Edwin Morales / ClicOutdoor

From the ClicOutdoor Senior Partner's Desk:

Hi, David—

I would once again like to thank you for the trust and confidence that you have placed with ClicOutdoor in the design and development of your digital media assets and social media content. I, along with the entire ClicOutdoor team, promise to provide you with top-notch products and service, and we will faithfully fulfill every commitment we make. We are pleased to welcome you into the ClicOutdoor family!

From the ClicOutdoor Team:

Dear David,

ClicOutdoor makes several promises to each and every client and now that you have chosen to work with us you will have the commitment of every ClicOutdoor team member to do our best work and deliver a digital marketing product that will exceed your business goals and expectations.

Campaign Goals:

- 1.) Product Testing
- 2.) Generate a diverse array of product and lifestyle content featuring this build.
- 3.) Build hype and social chatter surrounding the build leading up to all of our events and focus it back to your dealership.
- 4.) Boost consumer confidence in Jeep and your dealership using organic off road travel, focusing not only on the product but more so on what can be accomplished with this vehicle and where the vehicle can take you.
- 5.) Incorporate Jeeps heritage and highlight product dependability, durability and performance when applicable.



2020 Gladiator Sponsorship, Campaign & Marketing

New Vehicle Acquisition

New Jeep Gladiator

Develop a build page and leveraging its new added social media influence, we will promote your company through organic outreach, Instagram features and endorsements using your desired hashtags, brand shout outs and through event exposure.

Instagram Features – (1-2 posts or stories a month)

-@OverlandNation

- @FirestoneAdventures

-@WheelingWithDogs

1 Gladiator Promo Video – (more can be added based on vehicle discount)

- 45 second - 1 minute short filmed by our team, showcasing our vehicle. To be used as you see fit or promoted across our channels. Either at your dealership or off the grid in action or both.

Photography Promo Video

- 75-100 HD photos taken throughout the year and made available to you via Dropbox link to be used as you see fit.

1 Instagram Carousel Ad Features (Swipeable Posts) on @OverlandNation A Month

- When posting misc. videos or photos in carousel form to our feed, we will feature your business when appropriate using a in-photo or in-video tag.