



GEORGE P. JOHNSON
experience marketing

A PROJECT: WORLDWIDE AGENCY

Press Release

JEEP BRAND'S ICONIC CAMP JEEP AUTO SHOW PROGRAM HITS ONE MILLION TEST RIDES

Auburn Hills, MI December 4, 2013 – George P. Johnson Experience Marketing (GPJ) revealed today that one of the marketing industry's longest running campaigns – the Camp Jeep Auto Show experience conceived and designed by GPJ for the Jeep brand in 2004 – will recorded its one millionth Test Ride at the Miami International Auto Show. Nearly a decade in the making, this record marks a milestone in the experiential industry, as no other interactive brand experience has reached so many or engaged so deeply as Camp Jeep at auto shows worldwide.

Camp Jeep has been a way to bring the Jeep lifestyle to buyers in an immersive and memorable way; at its core the campaign re-creates an obstacle course demonstrating Jeeps Trail Rated off-road capabilities. Anyone familiar with automotive marketing can recall immediately crowds clamoring for the chance to ride along with highly-trained off-road specialists who guide consumers through the course while offering insight into Jeep vehicle features.

The success of Camp Jeep reinforces the fact that, in the face of proliferating advertising and digital marketing options available to marketers today, the best way to promote a brand is to focus on engagement that provides consumers an authentic and indelible experience which in turn powers excitement, word-of-mouth advocacy and most importantly, visits to the dealership.

"Camp Jeep's success has always been about uniting emotional brand engagement through a hands-on experience with product education," said John Tulloch, SVP of Client Services at George P. Johnson and one of the creators of the Camp Jeep experience. "For nearly ten years now this unique brand experience has proven durable in the face of so much market change."

Arguably the most awarded program in the automotive events category, Camp Jeep has been recognized by some of the top programs in the world, most recently a special honor by trade publication Exhibitor when Camp Jeep was named one of a handful of "Best Events of the Past 25 Years" out of thousands of submissions worldwide.

About George P. Johnson (www.gpj.com)

GPJ is the #1 ranked experience marketing agency enabling leading brand marketers to create great ideas and bring them to life through integrated experiential programs that leverage online, mobile and physical brand interactions. Clients in technology, healthcare, consumer goods, finance and other fields rely on GPJ to help them compete more effectively on a global basis by creating and accelerating relationships with customers, employees, partners, media and other influencers. GPJ is part of Project: WorldWide, the leading independent engagement marketing solutions network (www.project.com). Follow GPJ at www.twitter.com/georgepjohnson.

Contact:

Tom Maher
Executive Director, Marketing
Project: WorldWide
email: tom.maher@project.com
tel: (617) 535-9820