

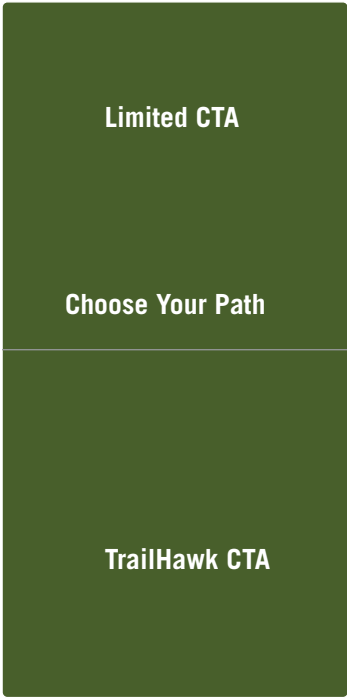
Jeep®

User Experience Map

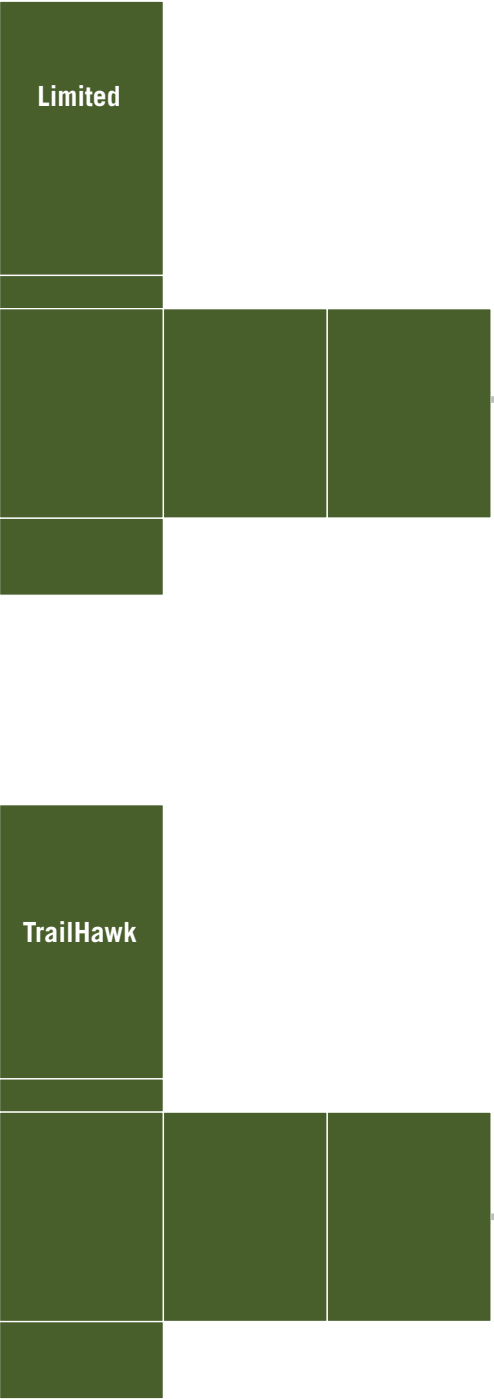
Event Based Targeted Facebook Posts



Chose your path Canvas

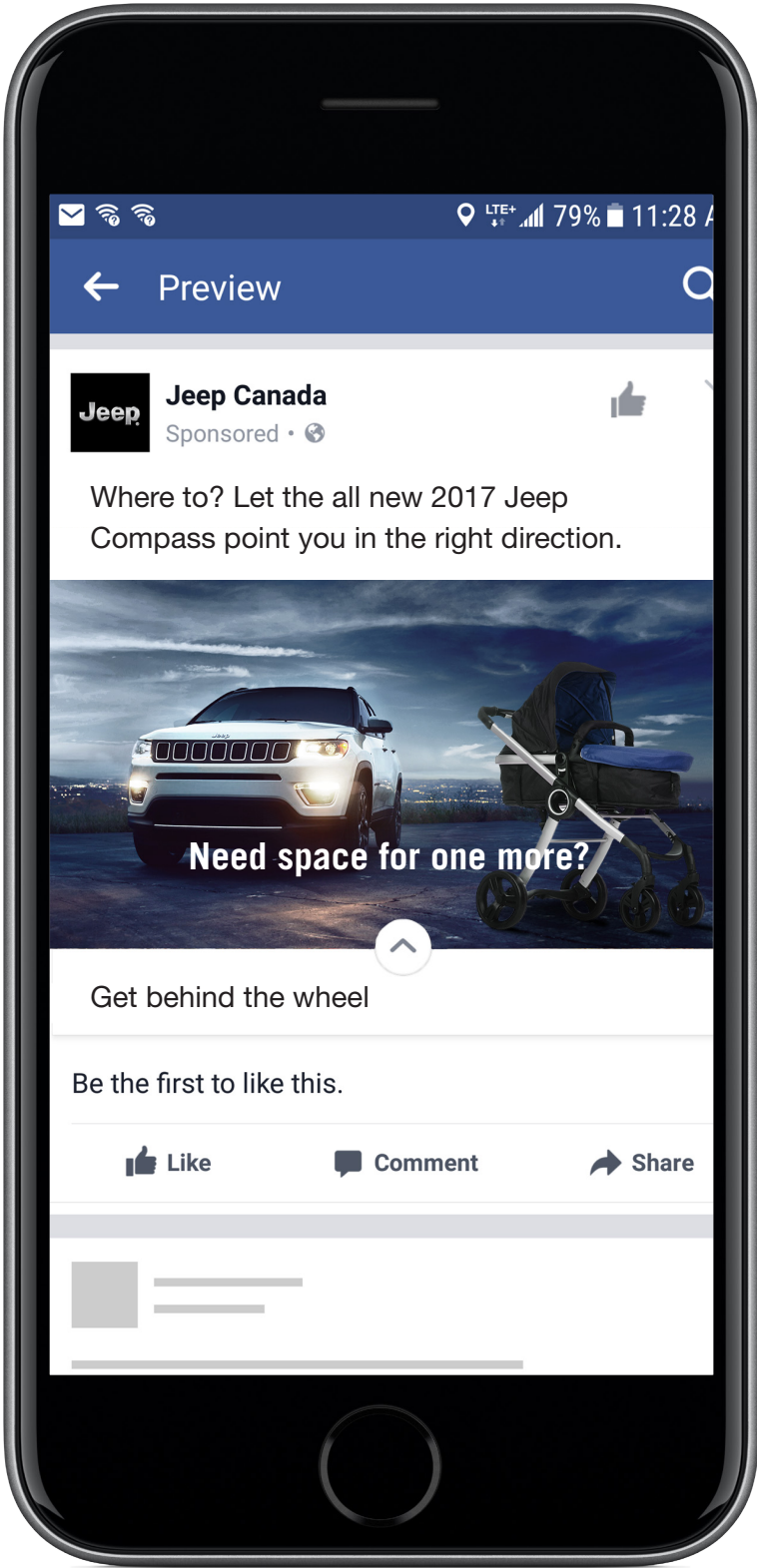


Product Stream Insiration canvas



Website Destination





Contextually Targeted Facebook Posts

Expecting & New Parents



Headline Options

Need space for one more?
Expanding your family?
Welcoming a new member of the family?

Getting Married & Newly Weds



Headline Options

Getting ready to pop the question?
Starting a new life together?
Thinking of getting engaged?

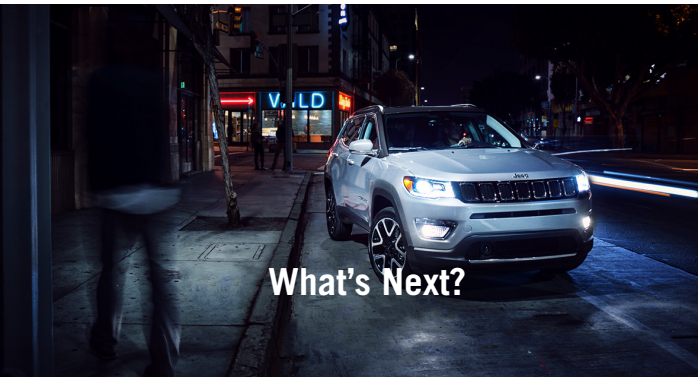
Graduates



Headline Options

Where do you go from here?
What's next?
Where is life taking you?
Do you have your life mapped out?

General Audience



Headline Options

Where do you go from here?
What's next?
Where is life taking you?
Do you have your life mapped out?



Headline Spins below car.
WHERE DOES YOUR PATH LEAD YOU?

F1 Flickers a light & flips to F2 - F2 Lightning strikes & flickers back to frame 1.

F1



- Car lights turn on + brighten & dim
- Atmospheric effects
- Streetlight flickers

F2



- Car lights turn on + brighten & dim
- Atmospheric effects
- Background sky moves
- Cloud shadows over the land

Choose Your Path Canvas



Video Cover

- Water moves
- Trees blow
- Lights turn on

Video With Headline

Clips of the trail hawk driving threwh the woods & other off road locations.

Image Slideshow

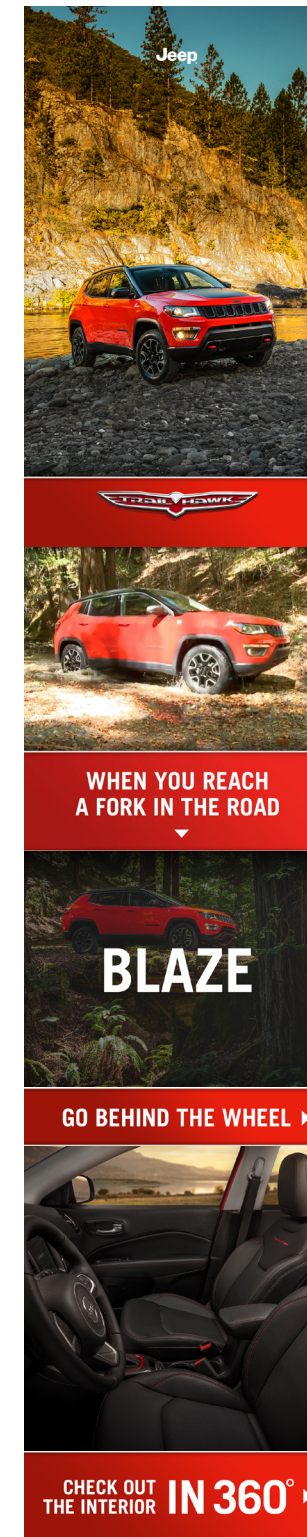
Finishes the sentence from the above frame.

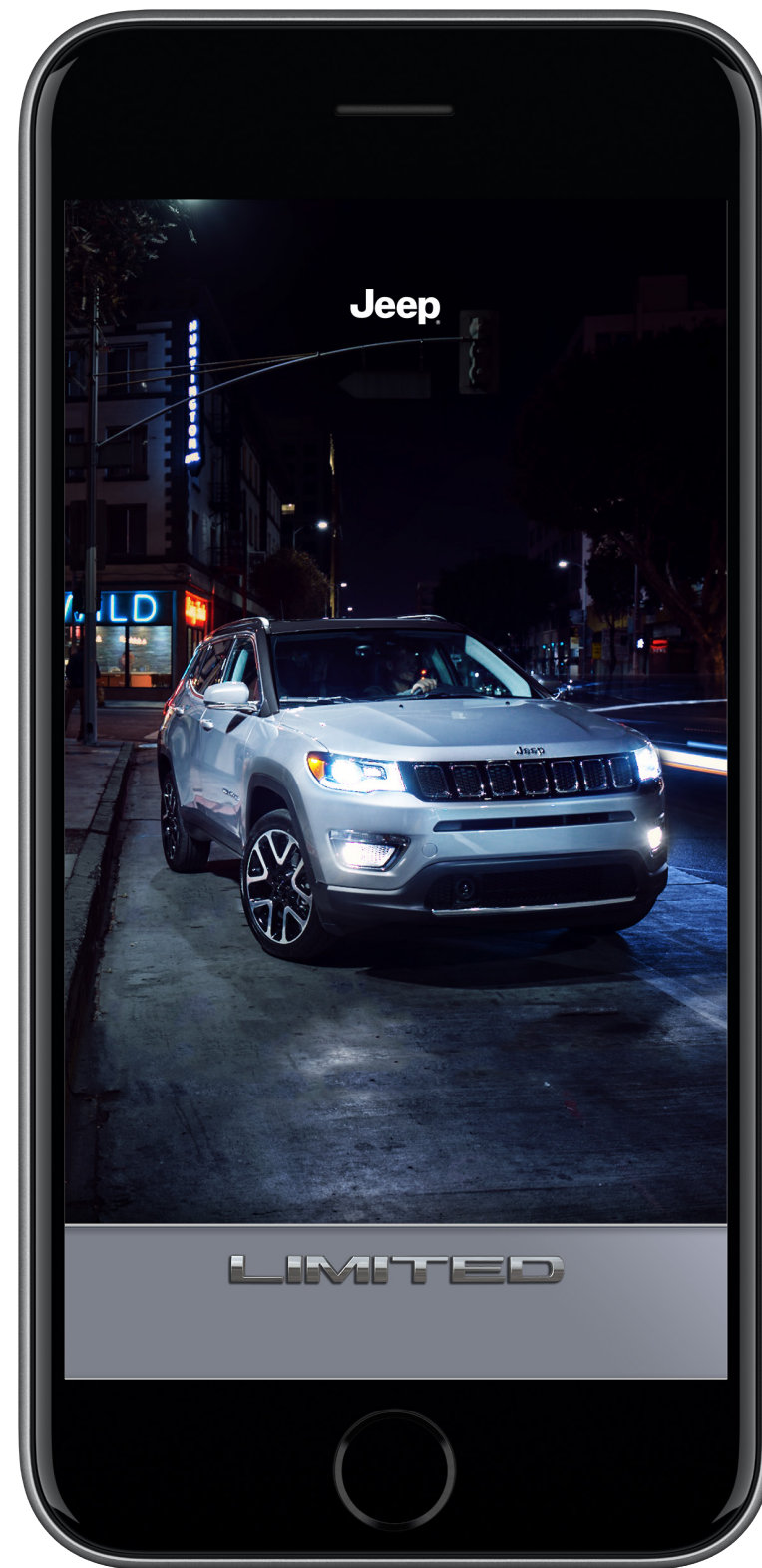
CTA to Compass website page

Image Slideshow

4 Images of the interior of the car.

CTA to Compass 360 page





Limited Canvas

Video Cover

- Lights turn on
- Streetlights flicker
- Carlights in the BG drive by

Video With Headline

Clips of the camera slow panning across the Limited from different angles.

Image Slideshow

Finishes the sentence from the above frame.

CTA to Compass website page

Image Slideshow

4 Images of the interior of the car.

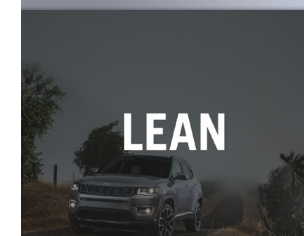
CTA to Compass 360 page



LIMITED



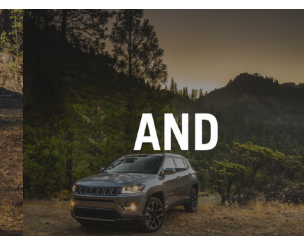
WHEN LIFE THROWS
YOU A CURVE



LEAN



IN

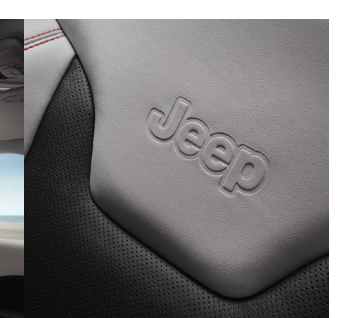


AND



ACCELERATE.

GO BEHIND THE WHEEL >



CHECK OUT
THE INTERIOR IN 360° >