



Jeep

THE ALL-NEW 2024
WRANGLER
THE ONE
AND ONLY



SCAN FOR MORE INFO

Jeep

Setting a benchmark so high that imitators fall short.

Jeep

FRODOH

DATA DRIVEN TV CAMPAIGN: JEEP WRANGLER 24



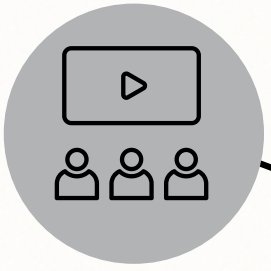
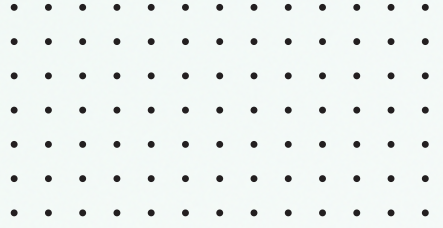
Objective

- Elevate brand awareness by focusing on key metropolitan markets
- Drive consideration for the Jeep Wrangler 2024 launch
- Leverage Frodo's cutting-edge Advanced TV techniques
- Reach and engage high-value, affluent audiences



Solution:

- Blended CTV and OTT platforms seamlessly
- Maximized reach in premium, brand-safe environments
- Used brand-safe programmatic buying
- Optimized delivery and performance in real-time



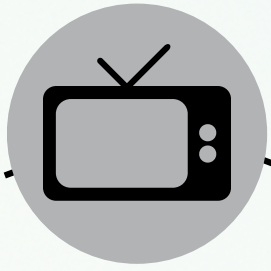
97%

View Through Rates



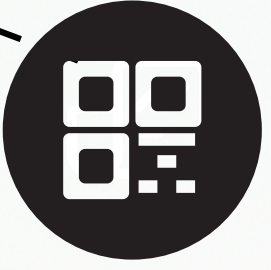
3.75%

Engagement Rate per user



1.09M

Affluent CTV Households Reach



12,000

QR Scans Creating Industry Benchmark





Precision Data Tagret

Precision targeting of CEOs, CXOs, affluent households. Content affinity mapping for optimal placement. Focus on larger screen sizes and high-value devices



Interactive Innovation

- Phase 1 : CTV QR-enabled creative for TV-to-mobile engagement.
- Phase 2 : Mobile : Cross-device retargeting for reinforced messaging



Targeted CEOs CXOs, Affluent Households

The campaign achieved a lifetime frequency of **5.4 + 24000+** Unique Users Driven On To The Landing Page
Phenomenal Metrics On GA : Less than **20% Bounce rate**, One and Half Minute Time Spent, **3.7% Engagement Rate** & 2 Pages + Per Session