

**FALL 2021 MAR 4832
CREATIVE WORKPLAN**

Brand _____ Jeep Wrangler 4xe _____

Purpose of the Advertising [Advertising Objective]

Raise awareness for the new 2022 Jeep Wrangler 4xe.

The Advertising is addressed to: [Target]

Young, financially stable millennials in America, between ages 25-35, who enjoy exploring the great outdoors and care about the environment.

Major Selling Idea

Breathe easy and explore the planet you love with the new, 2022 Jeep Wrangler 4xe.

Media to be used:

Television Advertising for Digital/Mobile Delivery.

Content: Social Media (Facebook, YouTube, Twitter, Instagram, Tik Tok), Mobile App Ads, Website Banner Ads, Television Commercials (Cable & Hulu).

Therefore what kind of ads will your ad agency create?

TV