

MAR 4832 Product & Brand Mgmt. FALL 2021
Brand Assignment 2-A Target Segment(s)

Jeep symbolizes freedom and perfectly encapsulates the idea of “American Pride”. Over the past 80 years, the Jeep brand has successfully woven its way into American culture. What started as a friendly wave between fellow soldiers has grown into a strong, loyal community with its very own subculture.

The people most likely to purchase a Jeep are those who have a strong sense of adventure and seek a community of similar, likeminded people. It is safe to infer that Jeep owners enjoy spontaneity, traveling, going on off-roading adventures and spending time outdoors.

Jeep owners are passionate and unique individuals who are not afraid to be different. In other words, they tend to go off the beaten path. This is a very good thing for the Jeep brand.

Because most of Jeep’s consumer base consists of individualistic Americans, the brand does not have to spend much time worrying about competitors or “fitting in”. People like Jeep BECAUSE it is different. Nobody else makes a car quite like Jeep and nobody can replace Jeep.

Jeeps current target segment is American homeowners, ages 25-55, with families. According to research conducted by the Hedges Company, 93% of Jeep Wrangler JL owners have children and 94% of Jeep Wrangler JL and Wrangler Unlimited JLU owners are homeowners.

Because these people can afford to own a Jeep on top of the cost of childcare and a mortgage, it is safe to assume that these are well-off, financially stable adults.

Now, why do these people choose Jeep instead of some other luxury SUV? Yes, Jeep makes spacious high-quality vehicles with a reputation for being dependable and safe, but so do other automotive brands. So, what exactly makes Jeep different? To put it simply, it is all about the EXPERIENCE.

Jeep is not like other automotive brands. It has its own culture, its own community. By owning and driving a Jeep, you are committing to a certain lifestyle. A life of adventure. Whether you are going on a cross country road trip or taking your daughter to her first day of school, every adventure is special when driving a Jeep.

The type of consumer I will be focusing on are younger, financially stable millennials in America between the ages 25-35. This demographic tends to be bold, caring, and environmentally conscious making them the perfect target audience for the new 2022 Electric Jeep Wrangler.

	Consumer Segment	Product Feature(s) that most appeal to this Segment	Functional or Tangible Benefit (s) Your Brand offers this Segment	Higher Order Benefit most Motivating this Segment to prefer your brand
Who owns/drives your Jeep model today?	American adult homeowners (ages 25-55) with a family	The experience of driving a safe, dependable, high-quality vehicle	Go anywhere and do anything with this safe yet versatile vehicle	Drive Jeep and let it guide you through all of life's adventures
Who will you aim your marketing at this year?	Young, financially stable millennials in America (ages 25-35)	Tough, dependable, high-quality vehicle made to last well over 100,000 miles	The freedom to go anywhere and do anything	Jeep can help you find a sense of community/belonging Find your home

Today, American adult homeowners with families own Jeeps (between ages 25-55). The experience of driving a safe, dependable, high-quality vehicle are its most appealing features. Jeep's concept of "Go Anywhere. Do Anything" is the brand's functional benefit to this consumer. What motivates this demographic to buy a Jeep is the story. Jeep will be right there with you through all of life adventures, big or small.

I am aiming this marketing campaign towards young, financially stable millennials in America between ages 25-35. This is a large enough segment of consumers to be a profitable target audience. The goal here is to grow a loyal customer base and solidify the next generation of Jeep owners.

Millennials tend to look for practicality over aesthetics, so we will want to market Jeep as a more tough, dependable brand. Emphasizing the fact that a Jeep will still run smoothly even after surpassing 100,000 miles is a major strength the brand should feature to this segment. Jeep's "Go Anywhere. Do Anything" statement still stands strong, but now it is more about the journey of finding yourself, your community, your home. The Electric Jeep Wrangler would be perfect for this "woke" market.

Positioning Statement:

To young, financially stable millennials in America, Jeep is the brand of high-quality, dependable off-roading vehicles that will drive with you through all of life's adventures, big or small.