

Jeep @ ESPN X Games Aspen



Mission:

Bring the Jeep sponsorship of the ESPN's X Games Aspen to life by creating a fresh, bold and memorable consumer experience for X Games attendees as well as consumers visiting surrounding properties. The Machine handled every aspect of Jeep's sponsorship activation in 2015, Jeep's 12th anniversary as The Exclusive Automotive Sponsor of X Games Aspen.

Means:

Multiple engagement points within the X Games Aspen venue as well as Downtown Aspen. Touchpoints included custom activity stations, data collection points, static display vehicles, in-vehicle experiences by way of a consumer shuttle program, venue-wide music provided by brand influencer/DJ Subnoxious and much, much more!

Results:

- ✓ **Over 40,000** engagements across all Jeep footprints (all ages)
- ✓ **Over 4,500** consumer data surveys (18+)
- ✓ **Over 2,300** Unique in-vehicle experiences

