Hello there! My name is Nick Marofsky. A Communications Media major in my 3rd year at Indiana University of Pennsylvania. For my semester project, I decided to do a public relations program on the 75th anniversary of Jeep. I chose to do this program because Jeeps are by far my favorite car brand. I thought it would make this extremely daunting project a little bit easier, if it was about something you were interested in. Before this project I knew a lot about Jeep. I knew the brand started in my hometown of Butler Pennsylvania. I also knew the vehicle was made to be an army vehicle in the second world war. Basic things like that about the company I knew just from being a fan of the brand. After doing some research I started to uncover some really neat things I had never known before. Like how the Jeep was the standard mail truck for the United States Postal Service for over 30 years! Little facts like that tend to really amaze me.

I plan to set up a couple of events over the course of the summer to raise awareness of the rich history of the Jeep. I will be doing these events all in the town of Butler, PA where the first Jeep was born. Events such as car shows, auctions, and street clean ups will give the brand a good name, while also getting people more aware of the rich history. The history of this company is very important to them. It has the most coveted history out of every other car brand ever made. Many decorated military personals have said the jeep was the biggest contribution America gave in the war. With a history like that, it is hard not to brag about it. To raise awareness of the rich history of the Jeep, we will also be holding a presentation about it during our Jeep Days. This will be an hour-long presentation/Q&A that will give the community an opportunity to learn about every Jeep has accomplished.

There will be plenty of products and services involved throughout the entire 75th anniversary campaign. First of all, for our special event called “Jeep Days”, we will have a variety of services available to the public. Off-road Jeep rides will be available to everyone at a very reasonable price. Our professional off-road drivers will safely take their passengers around an engaging off-road course through the woods. Passengers will be provided with safety gear along with professional photographs along their journey. Also, we will be having local country bands performing for the public during Jeep Days. This part is completely free to the public. The band will be paid purely on donations and will be putting on the show for a great cause. There will also be a variety of products being auctioned off during our special event. Products like Jeep apparel, car parts, and antique Jeeps will be auctioned off to the public. The proceeds from the auction will go towards the National Park Service, who we will be teaming up with during this whole PR campaign. We are teaming up with them to show our support of saving the earth. Sometimes off-roading can get a bad reputation because of the way some people tend to trash the trails. We are here to support keeping our earth clean and leaving nature cleaner than when we found it.

Our staff will be full of a wide variety of professionals. Professionals from off-road drivers to military personnel will make up our talented team. I will be the leader and planner for the team. Coming up with the events and making sure word gets out about each event. If no one hears about the events, then no one will show up. I will have a team of two beneath me that will be calling the bands and the off-road drivers to set up their schedules. They will also be a huge part of the planning process and helping me with ideas. The last part of my team will be the local Jeep dealership. Having them be able to work with us will be a major part of our success. They will provide us with the most up to date Jeep models to show off for the public during our events. People will have the chance to look around the interior of the vehicles and even get to test drive them.

Money should not be an issue when it comes to this PR program. Most of it will be the community getting involved and having fun learning about the Jeep brand. The only real expense we will have to account for will be paying the off-road drivers and getting the band to come perform. The car show will be mostly the community bringing their own vehicles to show off to the public. Food vendors will be available the whole weekend and will pay us to have their food stand on the property of the event.

I have researched the Jeep brand online and by having multiple Jeeps as a car in my life. The first car I ever bought was a 2006 Jeep Grand Cherokee. It is safe to say I have a bias when it comes to the brand for the rest of my life. Ever since then I have gone on to own a 2013 Jeep Wrangler. I have been to multiple Jeep car shows and made friends with countless other Jeep owners. The variety of things you can do to these vehicles is unlike any other vehicle. They are great for just cruising around town, but can easily tackle any terrain when you take it off roads. I also did research online looking up different things about the brand. The actual Jeep website had plenty of great facts I was able to use for my fact sheet. Facts about the present and facts about the past. Also going on various war history sites, I was able to find plenty of information about the first ever jeep during the second world war. It has by far the most interesting upbringing of any other car brand in the united states.

We will be aiming at several different publics during this public relations program. First of all we will be aiming at our nation’s veterans. Those who have fought for our country young and old. Since our brand has such a rich history with the armed forces, we need to make sure the veterans are our top priority. The next public we will be aiming at, are the new car buyers. People that are looking for a new car to purchase for the family. This will be a great selling point to sell to the customers. We can sell them on the history of our brand and show them what is to come in the future with the Jeep lineup. We need to show them how advanced our vehicles are becoming and what they can expect to see in the upcoming years. Finally, the last audience we are going to be aiming for are the tree huggers. We have set up an event where people will go out and clean the streets of butler to make it a cleaner place. This will give us a good reputation as a brand and bring people together for a great cause. All three of these publics are unique and are essential in making this program work.

There will be plenty of difficult aspects that we will have to deal with. The most difficult thing will be making sure everything is safe. If anyone gets injured in anyway while at one of our events, the blame will come solely on us. It is up to us to make sure everyone has a great time, while remembering to stay safe. We will be taking the proper safety measure during each of our events. Providing helmets and other safety gear while passengers ride on the off-road trails. Also providing orange vests for people cleaning up the streets so they can be easily visible to cars on the roads. Another difficult aspect will be getting the word out about the 75th anniversary celebration of Jeep. Doing it in a cost-effective way will be most important to our success. We will be running on a very small budget since most events will be free to the public. Flyers and social media posts will be our main way of getting the information out to the public. A 30-second commercial cost too much in today’s world and would not be worth it. Most people tune out the sound of commercials when they come on. So spending $1,500 on something no one is going to pay attention to, is not worth it in my opinion. Spreading the word via social media is cost free and spreads the news faster than any other way. All you have to do is make 1 post about the event on a social media page and wait for people to start reposting it. Before you know it, thousands of people will have seen the news.

Social media is just one of the communication devices we will be using to get our message across to the public. Other devices such as a public service announcement and an institutional advertisement will get our message across in unique ways. These devices will be used to show the public what our company values are. Such as keeping the earth clean and experiencing the outdoors. We also need to have communication devices for all ages, not just adults and older citizens. In order to have something for everyone we will be incorporating a children’s book that will have games inside for kids 8 and under. Within each mini game there will facts about the history of Jeep and teach them about the models of the future. It is a fun and engaging way to get children involved in celebrating the 75 years of Jeep’s existence. Key words in the word search and word scramble will get the children’s minds thinking and get them to learn about the brand.

We will need to contact several people within the Jeep organization for this program. We will need someone who is educated on the history of Jeeps to speak during our presentation. Possibly someone higher up in the organization or even an army veteran. It is going to be hard to find an army veteran from World War II because there are barely any left anymore. Even if we were to find someone they may be too old to stand up and talk for over an hour. Our best bet would be to get an executive of the company to come and give a history lesson and answer questions the audience may have. We will also have to be in contact with the local dealership owner to talk to him about possibly renting out some of their newest Jeep models. The lot attendants there will help us pick which models to showcase and teach us how each model works.

The entire 2016 calendar year we will be celebrating the 75th anniversary of Jeep’s existence. This specific program however will only last one month. From April to mid-May we will be handing out all of our communication devices. All of the advertisements, newsletters, and posters will be distributed in early April to get the word out about what will be happening in May. May will be our big special event month with “Jeep Days” falling on the weekend of May 4th-6th. This will be the highlight moment of the program and will be a great way to end the entire campaign. Getting the entire community involved will be huge for not only us as a brand but will be great for the town of Butler as well.

The two most forms of media that will be crucial to a successful campaign will be the use of social media and other main news outlets. That is how we are going to get the word out about the event we will be hosting. With social media, we can bring the news to consumers instantly, right to their fingertips. Also, another huge component of social media is that it is free to post. Unless we would want to post it worldwide and have it pop up on every person’s feed, then it would be of cost to us. The other news outlets we will be using are newspapers and local magazines. A short piece in one of those will get the job done in letting consumers know about our events.

Through the use of each individual communication device, we will have an endless variety of ways to communicate to consumers. From speeches to fact sheets there is absolutely something for everyone in this campaign. Each device is unique in its own way and will serve a purpose that no other device can. The more ways you can communicate to your consumers the better your result will be.