

REVEALING THE WORLD'S FIRST SUPERTRUCK



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Pre-Production model shown. Initial availability Fall 2021.

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SITUATION ANALYSIS

General Motors has been a leader in electric-vehicle technology for decades. It built the first mass-produced EV of the modern era in 1996, pioneered plug-in-hybrid technology in 2011 and brought zero-emission driving to the masses in 2016 with the first electric car that delivered more than 200 miles of range for less than \$30,000. Despite GM's history of advancing EVs, the public widely perceived the automaker as slow to adapt. In 2020, many consumers, journalists and investors remained skeptical that GM could compete in an industry that was rapidly changing.

There was no doubt within the company, though. GM is all-in on electric vehicles. The company just needed to convince the public that its plan was both ambitious and viable.

Enter the GMC HUMMER EV, the World's First Supertruck. The PR team was tasked with telling a complex technology story while launching the first of GM's next-generation EVs. Drivers have never experienced anything like the HUMMER EV. It offers the acceleration of a supercar, the capability of a pickup and the efficiency of an EV. The reveal needed to spark enthusiasm for the product and capitalize on that excitement to tell a story that was bigger than this one vehicle. A successful launch for the HUMMER EV would also convince the public that GM was undertaking its most significant reinvention yet.

GMC announced the HUMMER EV to the largest possible live audience with a Super Bowl ad that teased a May 2020 reveal. The COVID-19 pandemic upended that plan, which included an in-person launch, and forced our team to reinvent the campaign for a digital reveal. The virtual event and online conversations that immediately followed would drive the tone of the coverage and the public perception of General Motors and the GMC HUMMER EV for months to come.



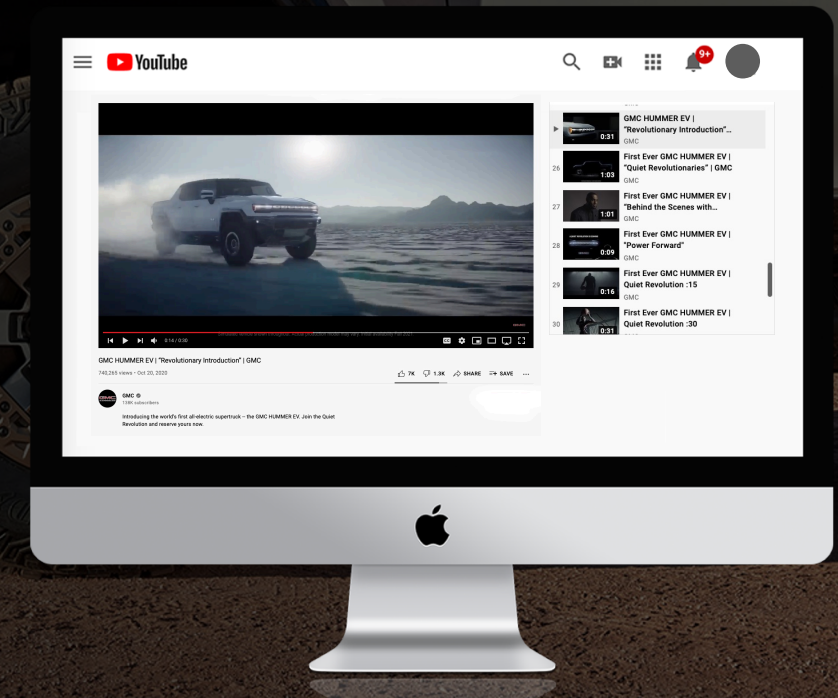
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RESEARCH AND INSIGHTS

Electric vehicles and autonomous technology power the news cycle in the automotive industry today. That fact worked both for and against us as we launched the GMC HUMMER EV. On one hand, the interest in EVs guaranteed there would be a baseline level of coverage of the reveal. But it also meant that the campaign would have to rise above the noise, or the product could be dismissed as “yet another new EV.” The following insights helped shape our message in the context of the larger industry-wide narrative, while crafting a unique position for GM and the GMC HUMMER EV.

- GMC isn't the only automaker planning to build an electric pickup. With competition coming from startups such as Tesla, Rivian and long-time auto manufacturer Ford, we needed to make the HUMMER EV stand out from the crowd.
- A Reuters/Ipsos poll that asked 1,005 American adults to consider buying a new pickup truck found that only 19 percent of respondents wanted an environmentally friendly truck. This supported our instincts that the messaging should emphasize the HUMMER EV's radical capabilities rather than its electric sensibilities. Our campaign needed to convince truck buyers who were skeptical of EV technology that an EV can deliver performance superior to that of a gas truck, leading us to invent the supertruck class.
- Buyers considering an EV are younger, more interested in gathering information and have a longer purchase horizon than buyers shopping for gas vehicles.



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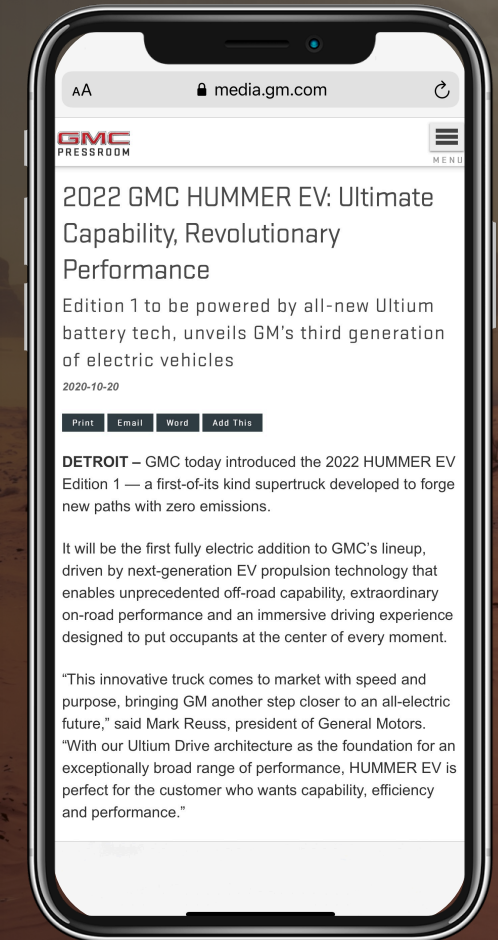
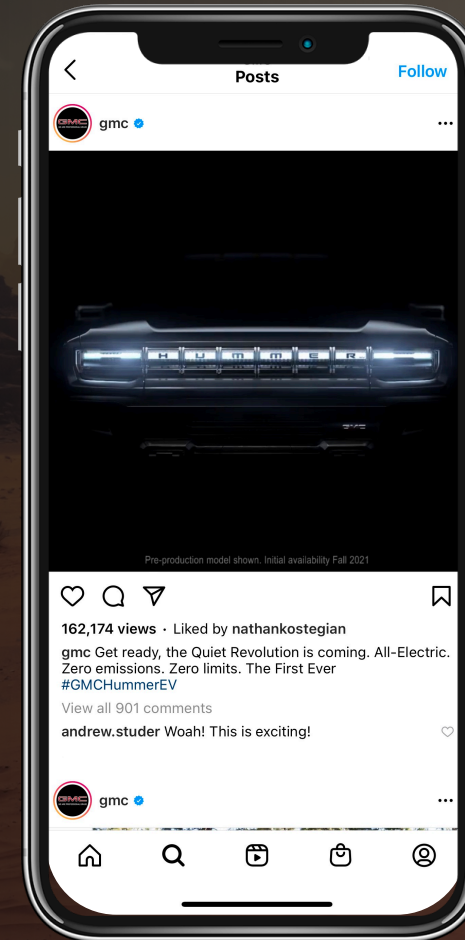


STRATEGY

To rise above the noise, we developed a creative strategy that positioned the HUMMER EV as an entirely new type of vehicle: a supertruck. We emphasized the vehicle's extreme capabilities by giving the signature features names such as Extract mode, CrabWalk and Watts to Freedom (WTF) mode. These unique features were highlighted with social media teasers that fueled curiosity, suspense and the lead up to the formal reveal.

The world's first supertruck launched with a major commercial consumer campaign. The messaging was picked up, validated, amplified, and sustained by the parties our PR campaign targeted. In addition to media, we tapped new voices to reach new audiences. We organized a nonpaid influencer engagement and engaged investors to emphasize the importance of the HUMMER EV to the company's future.

The supertruck strategy spoke to a huge audience with diverse interests. We thrilled performance enthusiasts with the HUMMER EV's wild acceleration. Never-before-seen off-road capabilities excited adventurers. Incredible power and torque figures captured the attention of traditional truck buyers. The media took notice that GM had invented an entirely new category of vehicle. Investors bought into the underlying technology story and the company's electrification plan. As the initial buzz started to die down, we also continued to write new chapters with additional news hooks. Nearly a year after the original debut, the HUMMER EV launch still resonates as GM continues to position itself as an electric-vehicle technology leader.



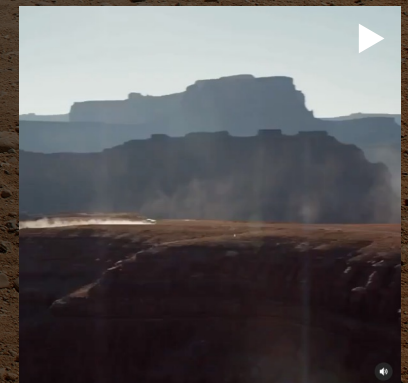
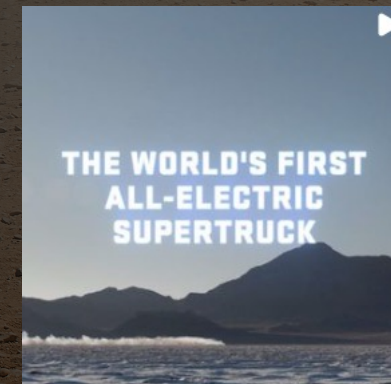
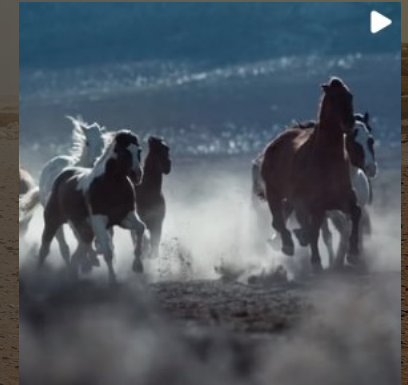
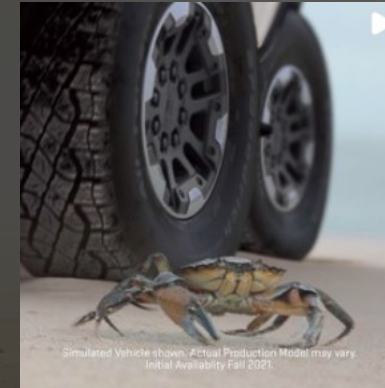
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EXECUTION & TACTICS

With the pandemic scuttling plans for an in-person May 2020 reveal, the GMC Communications team pivoted to a virtual launch on October 21, 2020, keeping interest and intrigue high ahead of the event.

- A teaser campaign highlighted the features that made the Hummer EV a supertruck. These social media engagements highlighted attributes that had never been seen before in a pickup, piquing interest.
- The GMC HUMMER EV advertising reveal took place via an all-out media blitz, which included broadcasts during the World Series Game 2, The Voice and livestreams on Twitch and YouTube.
- To reach a highly engaged and enthusiastic audience via YouTube, GMC Communications worked with several top YouTube influencers. Special access helped them create their own creative content with the HUMMER EV.
- An embargoed media strategy drove mass awareness and buzz across priority verticals and target cohorts including automotive, business, technology and entertainment. Tailored storytelling opportunities for each cohort were crafted to resonate with specific audiences.
- A preorder program gave consumers the opportunity to take action immediately following the reveal. It also helped gauge the public reaction and prompted another round of coverage after the initial debut.
- In the wake of the launch, GMC kept media and consumers engaged by surfacing stories about sold-out Edition 1 orders and stock valuations.
- Vehicles were delivered to enthusiast media for deeper feature coverage. Select influencers were offered engineering rides. HUMMER EVs were also sent to Los Angeles for follow-on stories.



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EFFECTIVENESS & RESULTS

The world's first supertruck captured the attention and imagination of a massive audience. The Hummer EV debut was the most watched auto reveal in history, garnering over 1 billion impressions. Coverage of the product blanketed the internet by the time the livestream ended. Reservations for the limited-production GMC HUMMER EV Edition 1 sold out within 10 minutes of opening. And as public enthusiasm for the HUMMER EV swelled, so did investor interest in General Motors stock. GM shares closed at their highest price to date in 2020 within two days of the reveal. The launch program stoked anticipation for the HUMMER EV and confidence in GM's long-term business plan.

The wide reach helped our message penetrate markets beyond the usual EV hotspots, into the Southeast, South Central and North Central regions. The reception among media and the public was almost universally positive, signaling that the campaign had successfully resurrected and repositioned the HUMMER nameplate. Automotive media focused on the truck's performance and unique features such as CrabWalk, which uses four-wheel steering to allow the truck to drive diagonally, and the Watts to Freedom mode that produces outrageous acceleration. Industry analysts, investors and business media bought into GM's vision for its Ultium battery platform, which allows the company to profitably produce affordable EVs at scale.

It's rare for a new-model debut to have an impact as large and as enduring as the launch of the GMC HUMMER EV. The campaign inspired incredible passion for the product, which was reflected in the enthusiastic and positive media coverage. The launch lifted GM's stock price before a single vehicle was sold, and it set the stage for continued storytelling about GM's shift to an all-electric future.

OVER
1 BILLION IMPRESSIONS
MAKING THE HUMMER REVEAL THE MOST
WATCHED AUTO REVEAL IN HISTORY

RESERVATIONS
SOLD OUT
WITHIN 10 MINUTES OF OPENING

GM SHARES CLOSED AT THEIR HIGHEST
PRICE TO DATE IN 2020



WITHIN TWO DAYS OF THE REVEAL