

## Jeep SIX EARTH ODYSSEY CAPTIONS



WENT WILD WITH CLOSED CAPTIONS TO CREATE A MORE ACCESSIBLE COMMERCIAL.

BACKGROUND

Millions of people all over the world suffer from some sort of debilitating hearing loss. And 90% of them use social media every day.

IDEA

For this global, musically driven Jeep spot, we worked with professional musicians to create entertaining, music-correct closed captions describing the animals performance.











"2022: EARTH ODYSSEY", TAKES THE TASK OF CAPTIONING TO THE EXTREME Newsweek

"THERE'S NO QUESTION THE SPOT IS ELEVATED BY THE FUN CC SCRIPT.

"YOU CAN INTEGRATE CAPTIONS IN A WAY THAT MAKES A FUN AD EVEN MORE FUN."

@HashtagHeyAlexa

Okay the creative team for @Jeep clearly had way too much fun with the closed captions for their new commercial. Truly excellent for a video that has absolutely no dialogue. #Accessibility

You had us at [Goat Does a Sick Vibrato], @Jeep. Who says closed captions can't be fun?





















