

HUMMER EV

LAUNCH CAMPAIGN



SITUATION ANALYSIS

Just over five years ago, General Motors leadership made a ground-breaking decision to shift its core product focus from the internal combustion engine vehicles to electric vehicles (EVs). Coinciding with GM's stated vision of a world with Zero Crashes, Zero Emissions and Zero Congestion, EVs are critical to making it a reality. But the effort needed a bold stroke to show the world the company is all in.

Just over two years ago, GM's senior leadership decided to resurrect its legendary HUMMER brand under the GMC nameplate and create an audacious new HUMMER EV that boasts unheard-of performance and capability.

So, how to communicate a story like the launch of the new HUMMER EV in a way that reached beyond enthusiasts and "car guys?" The original HUMMERS were some of the least eco-friendly vehicles ever built. Yet this new HUMMER EV promised to turn every perception of the old brand on its head, and GM's vision for it was to be a showcase for every advanced technology available. With HUMMER EV's debut scheduled for late March 2022, a time when Covid restrictions were still in force in many places, key media members might be prevented from attending a live unveiling of the vehicle. So, other impactful options needed to be considered and adopted.



RESEARCH AND INSIGHT

The electric truck space has become increasingly crowded. With competition coming from startups such as Tesla and Rivian and long-time auto manufacturer Ford, GMC clearly isn't the only automaker planning to or already building an electric pickup. Even with a name as well-known as HUMMER, we needed to make the EV version stand out from the crowd.

While the HUMMER EV is to be a relatively low-volume vehicle, the significance of this launch meant it was a priority to reach the largest possible audience, not just potential buyers. The HUMMER EV launch could burnish GM's image as a technology leader ahead of the company offering more EVs at lower price points. Any "supertruck" strategy has to speak to a huge audience with diverse interests.

We know we can thrill performance enthusiasts with the HUMMER EV's wild acceleration and never-before-seen off-road capabilities. But first, we had to find a way to launch the HUMMER EV in ways memorable enough to resonate long after the journalist's proverbial ink had dried. The GMC team wanted to continue to push limits, grab attention and be provocative in bringing this vehicle to market, so we knew we needed to pull out all the stops and go big or go home.



STRATEGY

Rather than just introduce the HUMMER EV through a typical media launch program, GM decided this epic new EV's story should be told by something as big, powerful, and memorable as the vehicle itself. A proposal was accepted to capture and chronicle its creation by a documentary film crew who spent over a year filming every detail and phase of its design, engineering, testing, and manufacturing.

The documentary would serve as its launch vehicle, crafting an epic storyline of the GM teams involved and their dedication, innovation and experience all being called upon like never before. The documentary's unvarnished, real-world visual storytelling approach made it feel as if an objective third-party was involved in its creation, building its credibility as a means of communicating what really goes on behind the scenes at an automaker like GM.

The documentary was then pitched to relevant entertainment networks as pre-produced content ready for airing. The History Channel ultimately would be selected to air the finished video on a date immediately following a media drive event scheduled to begin in Phoenix, Arizona a week before the documentary would air.

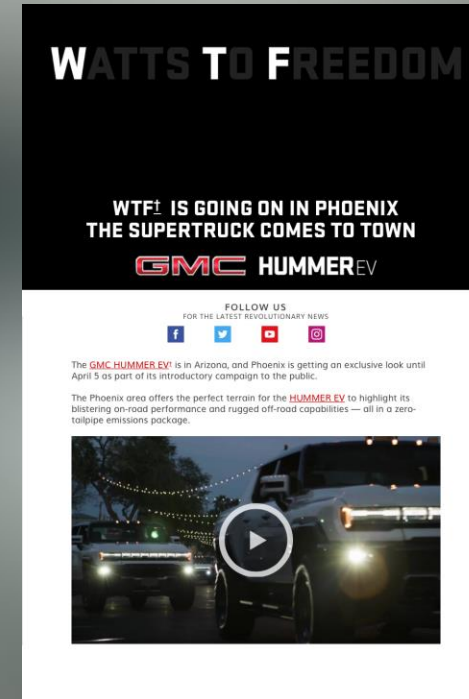


EXECUTION AND TACTICS

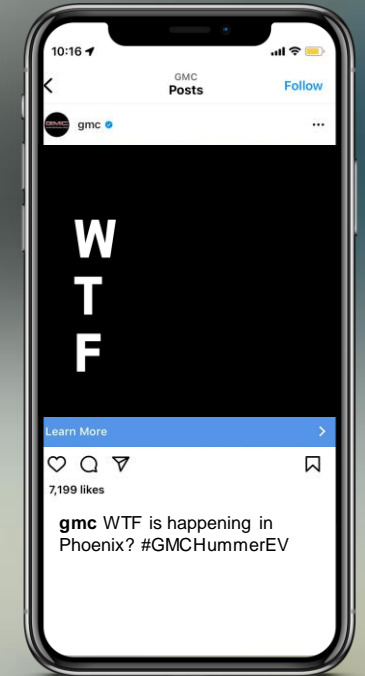
The full-length feature, titled “REvolution” debuted on the History Channel on March 27, 2022 with subsequent airings on Hulu and YouTube. An “At-Home Watch Kit” mailer was sent to media members ahead of the documentary’s debut. The kit, packaged in a handcrafted box, included a personalized letter, detailed visuals of the HUMMER EV’s exterior and interior, a HUMMER branded stadium blanket and a variety of Michigan-themed snacks, perfect for enjoying while watching the documentary.

One of the GMC HUMMER EV’s most exciting features is “Watts To Freedom” a way to activate, via a push-button, up to 1,000 horsepower from its electric motors. Colloquially called “WTF”, the vehicle also features four-wheel steering, that allows it to “crabwalk.” A multi-wave, multi-event three-week long Media Drive to fully demonstrate the HUMMER EV scheduled in Phoenix for March 20 provided a perfect opportunity to create pre-show buzz. So, we staged a surprise, guerilla-style HUMMER EV parade through the streets of Phoenix the night before. Interest around the city was piqued by placing messaging on electronic outdoor boards around the city and on social media that teased the WTF phrase with the headline, “WTF is going on in Phoenix—the SuperTruck is coming to town.”

Watts To Freedom
GMClife.com



Watts To Freedom
Social Extension



Watts To Freedom
Environmental Ads



At-Home Media Kit

EXECUTION AND TACTICS (cont'd)

The parade of HUMMER EVs that took place on March 19th was viewed by thousands, many of whom shared images of the vehicles crab-walking through the streets in unison. It garnered so much in-person and social media buzz that GM leadership immediately decided to repeat the event to other cities around country, including Washington D.C.

Crab walk



Media event



EFFECTIVENESS AND RESULTS

WTF SOCIAL:

1.48M impressions delivered, reaching **468K** individuals

MEDIA DRIVE:

85% of the invited media and influencers have written a story or posted something on social media

YouTube coverage accounted for 33% of the total EER – achieving over **1.8M** views across 49 videos

1,016 total broadcast clips were collected with a combined Potential Viewership & Station Reach of **23.1M**