

REVOLUTION

HUMMER EV DOCUMENTARY

GMC

SITUATION ANALYSIS

More than five years ago, General Motors leadership made the seismic shift in changing its core product focus from the traditional internal combustion engine vehicles it had been building for over 100 years to a vision of an all-electric future. This revolutionary move was signaled to the world with an ambitious vision and goal: to create a world with Zero Crashes, Zero Emissions and Zero Congestion. EVs are the critical elements necessary to make that Zero/Zero/Zero vision a reality and the company's plans included introducing a wide range of EV vehicles in the next decade, eventually offering only EVs.

While GM has invested billions into the development of electric vehicles, the company realized a they needed a big splash in order to capture the imagination and desire of consumers who were unaware of the thrill driving an EV can provide. So, just over two years ago, the decision was made to create an iconic EV that would catch the world by surprise. One so dramatic and over-the-top would leave an indelible impression. And they did it in record time.

No previous GM vehicle had made a bigger statement, figuratively and literally, than its HUMMER brand. The large HUMMERs of the past, while known for their incredible off-road capability, were seen as inefficient and the antithesis of eco-friendly vehicles that were popular at that time. With the GMC HUMMER EV, GM was able to flip the script and challenge all preconceptions of the vehicle to both media and consumers, while retaining and enhancing everything that comes with the HUMMER name. Incredible off-road capability, blistering on-road performance. It did so in an all-electric, zero-tailpipe-emissions package under the GMC brand that is known for premium and capable trucks and SUVs.



RESEARCH AND INSIGHTS

GMC wasn't the only automaker planning to build an electric pickup. With competition coming from startups such as Tesla and Rivian and long-time auto manufacturer Ford, we needed to make the HUMMER EV stand out from the crowd. So doing a massive competitor analysis for key product wins and claims gave us valuable insight into how to make HUMMER EV unique,

While the HUMMER EV was 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.

The supertruck strategy spoke to a huge audience with diverse interests. We were able to thrill 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. Long after the original debut, the HUMMER EV launch still resonates as GM continues to position itself as an electric-vehicle technology leader.

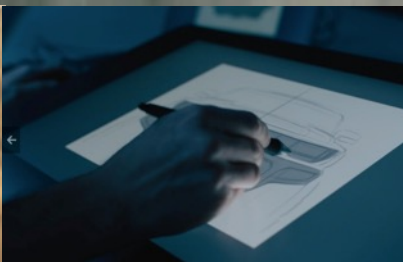


STRATEGY

The HUMMER EV's creation meant more than just the introduction of another new vehicle. It provided both the premise and the promise of telling the story of the larger revolution going on within General Motors and how the company is fully engaging in bringing this revolution to life. But GM's ambitious shift to an all-EV lineup could only succeed if each electric vehicle introduced becomes a positive stepping-stone for the next one in line, and creates positive, enduring buzz in the marketplace.

So, it was decided that instead of merely creating a typical media reveal followed by some TV commercials and social media executions for the GMC HUMMER EV, something bigger, more impactful and more memorable should be done. A way to truly shift the perception of what an electric vehicle can do demanded a bigger approach. And in today's streaming-oriented world, an actual reality-driven, behind-the-scenes documentary that told the full story of how this amazing vehicle went from concept to production is a little over two years, could do just that. It was the perfect way to bring the passion behind those on the team, whether from EV tech, or off-road capability, to life.

This documentary required a mainstream outlet to provide the reach needed to expose the story to the widest-possible world. It could be released initially on an appropriate network, and then on multiple social media channels as part of a full-on media blitz.



EXECUTION AND TACTICS

Over more than a year, a high-level production company filmed the behind-the-scenes start-to-finish process of designing, engineering and building the revolutionary GMC HUMMER EV.

The footage shot was then edited into a full-length, 58-minute documentary called “REvolution.” The story revolves around the central theme that with the HUMMER EV, GM is ready to shift the perception of what an electric truck can be, breaking company norms of development processes and reinventing how it builds vehicles. In far-flung locations across the US, the unvarnished truth of the punishing testing the EV went through is revealed, with a depth as great as the team itself and the film is as polished as any found on high-level streaming service or network.

Sneak-peeks of the HUMMER EV were created from various clips of footage being shot across social, PR and marketing, priming audiences for “REvolution” which debuted on the History Channel in late March 2022. It was then released on YouTube and Hulu, and promoted on all of GM’s social channels, with trailers, teasers and links on Twitter, Instagram, Facebook and LinkedIn.



EFFECTIVENESS AND RESULTS

HISTORY CHANNEL PREMIERE

TOTAL REACH:
HIGHER THAN THE
PRIOR 4-WEEK AVERAGE

1M TOTAL UNIQUE
VIEWERS

587K
VIEWERS WITHIN THE
AGE RANGE OF 25-64
YEAR-OLD ADULTS



FYI NETWORK ENCORE SHOWING

TOTAL IMPRESSIONS:
FROM 25-65 YEAR-OLD
ADULTS, WAS UP 70% FROM
THE PREVIOUS 4 WEEKS

85K
TOTAL IMPRESSIONS