



RAM + CHRIS STAPLETON

I'M A RAM

When Ram worked with Chris Stapleton, they set out to form a relationship based on the values they share: hard work, determination and courage.

Since 2015, the relationship has led to a concert in his hometown, a custom cover of Al Green's "I'm a Ram," an integrated campaign, a special edition truck and integration into his performance of the National Anthem at Super Bowl LVI.

Proving that if you're of the same mind and the same mission, you can accomplish great things.



I'M A RAM Broadcast Campaign



RAM TRAVELER EDITION Custom Truck



HOMETOWN HEROES Concert



I'M A RAM Custom Single



CHRIS STAPLETON I'M A RAM



NATIONAL ANTHEM Super Bowl Integration

BILLIONS
OF IMPRESSIONS

6.5M
LISTENS

200%
SALES INCREASE

