

STELLANTIS DRIVEABILITY + Razorfish

D-Versity Submission

STELLANTIS DRIVEABILITY
#LIVEFORWARD **STORIES**

CAMPAIGN OVERVIEW

DRIVEABILITY: #LiveForwardStories OVERVIEW

ABOUT STELLANTIS DRIVEABILITY:

The first automaker to enter the mobility marketplace, Stellantis created the DriveAbility program and provides vehicles that allow for upfitting to make your life easier. From getting in to getting going, we're committed to making sure you have an amazing driving experience. Owners can get a reimbursement of up to \$1,000 when you purchase adaptive equipment. DriveAbility is the partner driven to help you stay mobile. **DriveAbility empowers people to #LiveForward.**

WHAT WE CREATED: #LiveForward Stories

The passion to achieve. When it takes hold of us, it propels us to push boundaries and surpass expectations. The focus and determination that stem from our passion give us the strength to persevere, to find alternative routes when one path is blocked, and to learn and grow from our setbacks. Obstacles may test our resolve, but they cannot extinguish the fire of our passion.

And yet through the synergy of teamwork that passion becomes a truly unstoppable force. The combined energy ignites a spark that is truly transformative. Boundaries become meaningless, and we face adversity together with unwavering enthusiasm. With every hurdle we overcome, our passion for achievement only grows stronger, driving us closer to our goals.

To extend our reach and increase our audience, in collaboration with Stellantis, we worked with our brand partners (Aaron "Wheelz" Fotheringham and Kanya Sesser) to create three long-form videos for social media. The videos showcased their personal stories, heartwarming and Inspiring stories of how they have both overcome obstacles in their lives and choose to #LiveForward every single day. We featured Wheelz and Kanya in their element at a skatepark in Las Vegas, capturing their unique and captivating personalities. We authentically incorporated the adaptive upfits on their vehicles to show our audiences how Stellantis vehicles empower them to #LiveForward and achieve their goals – no matter the size.

Six cutdown versions were also created to align with social best practices. Impressions: 1.67M, Engagements: 444,171, Video Views: 50% - 157K, 75% - 121K, 100% - 98.6K. Wheelz and Kanya both shared the content further extending the reach/engagement.



THANK YOU