

The Challenge:	After a decline in loyalty and sentiment, Ram needed to reignite excitement for the brand in a big way.
The Insights:	Honesty is the best way to regain consumer goodwill.
The Strategic Idea/Build:	Make a sincere, public apology so loud and bold no truck owner can miss it.
Bringing the Strategy & Idea to Life:	Prove Ram Trucks has reclaimed its soul with a weeklong, two-pronged comeback, on a platform made for Ram.
The Results:	One of Ram Truck's most successful digital marketing weeks ever; benchmark-breaking organic digital engagement.

URLs

www.stellantis.com

www.ramtrucks.com

We strategically lined up the announcement of the biggest news the brand has in the pipeline - the return of the HEMI engine, the return of a Ram racing team to NASCAR, and the return of Ram's bold, performance-oriented persona - in rapid-fire fashion over the course of one week to generate the buzz required to reach every truck owner. The offline + online, paid + owned +earned orchestration worked, leading to a surge of organic interest and engagement.

In 2024, Ram Trucks' big moves kept hitting dead ends. Retiring the famous HEMI V8 in favor of a new, more efficient ICE engine caused an uproar among truck enthusiasts. Attempting to bring an Electric Truck to market met a tepid reception. Ram loyalists were disappointed in these business decisions. Disgruntled chatter filled social media as Ram loyalty steadily declined through 2024 (62% repeat purchase rate in 2020 to 48% in 2024). Furthermore, a brand repositioning undertaken in 2013 moved from highlighting Ram's Power and Performance orientation to that of a Hardworking Truck "built to serve" drivers. The brand's Hardworking Truck positioning showed off its capability and reliability, but easily got lost in a sea of sameness.

Challenge: To reverse this downward trend, the brand needed to start with brand consideration and affinity. Ram needed to reignite excitement among jaded truck owners who think the brand has lost its way.

Owned media was critical and a driving force.

RamTrucks.com: The informational hub; every digital execution drove to the brand homepage, where a big HEMI and NASCAR announcement welcomed visitors and directed them to learn more about our racing plans and our vehicles, deepening consideration.

Email: Our most intimate channel to reach owners and handraisers; we sent one exciting email announcing Ram's double comebacks.

Owned Social: Our owned social content drove the campaign forward. From teasers to collab posts to post-announcement amplification, our content generated massive attention and engagement.

At the heart of the campaign was the big NASCAR announcement where the Ram CEO came onstage to get fans excited about Ram's return to NASCAR and its roots and unveiled a special Ram NASCAR truck and a live burnout stunt.

Throughout the campaign, we activated Instagram "collab" posts with various brands and influencers that shared Ram's ethos to further magnify the reach of our comeback message - Goodyear, NASCAR, Anderson Silva, and HeavyDSparks all helped re-post and amplify our message.

Social Media Platforms: Facebook, Instagram, Reddit, TikTok, X, and YouTube

The Business, Marketing and Campaign/Activity objectives that were set to address challenge:

#1 Reverse declining brand interest and loyalty.

KPI: Brand sentiment

Why we Choose Objective: Loyalty is a key driver of business success. Sustaining repeat truck purchase is much more cost effective than trying to attract new buyers to the brand.

Brand sentiment and engagement are the first indicators of consideration and affinity, both of which can be nurtured to conversion down the line.

Benchmarks:

- Established benchmark of pos/neutral social sentiment on our social channels

Plan was to measure: Above-benchmark conversation sentiment on campaign-related content

#2 Create positive brand sentiment

KPIs: Positive/neutral brand sentiment. Social media follower growth.

Why we Choose Objective: Good proxies for brand consideration and affinity, in lieu of a brand study, are brand sentiment and social media follower growth, as that shows positive sentiment for the brand and interest in what the brand has to say.

Benchmarks:

- Established benchmark of pos/neutral social sentiment on our social channels
- Pre-campaign daily follower count growth

Plan was to measure:

- Above-benchmark conversation sentiment on campaign-related content
- Increase in follower count during campaign

#3 Drive above-benchmark campaign engagement

KPI: Daily site visits. Engagement on campaign assets.

Why we Choose Objective: Another indication of increasing brand consideration and interest would be high engagement metrics for campaign assets. High engagement demonstrates an interest and resonance with the campaign.

Benchmarks:

- Established benchmarks for social and CRM metrics

- Plan was to measure:

1. Change in visits to RamTrucks.com during campaign timeframe
2. Engagement metrics with campaign assets - organic social posts, email clickthrough
3. Total video views

Audience:

- Trucks owners who are familiar with the Ram Trucks brand and currently, or in the past, have shown affinity for the brand, but has become jaded with the brand's decision to move away from the classic HEMI engine (to efficiency), ICE trucks (to Electric), and Power and Performance (to Reliable Workhorse).
- Mindset: They're people who are looking for more than just a capable truck - they want a truck that makes a statement and shows off who they are. They're astute customers who look at brands with a critical eye and value honesty and brands that actually walk the walk.
 - "My truck should express my personality" - 84% of Truck owners agree, i183 (Source: MRI-Simmons Winter 2025)
 - "I look for vehicles that offer spirited performance and powerful acceleration" 67% of Truck owners agree, i157% (Source: MRI-Simmons Winter 2025)

Goal: We want to make a clear statement and get our audience to know that Ram Trucks is serious about embracing its Performance-oriented DNA and therefore is the right truck brand for them.

The Thoughts behind our insight:

Honesty is the best way to regain consumer goodwill.

According to Edelman's Trust Barometer study (2024), 90% of U.S. consumers cite Trust as a key deciding factor in embracing a brand.

We've witnessed brands take risks to evolve their branding, positioning, and/or product offerings to find its edge. Not every gamble lands and that's okay, but brands often find themselves in a messaging issue when their actions fall flat. It takes courage to choose to publicly admit defeat, apologize, and take real action to announce their path forward instead of quietly changing directions and soft launching new pivots. Because Ram is re-embracing its bold persona, it was only natural to launch their rebrand with a loud and honest demonstration.

The Core idea /strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer:

Make a sincere, public apology so loud and bold no truck owner can miss it.

Ram didn't want to make a quiet pivot. It wanted to make a statement that commanded attention.

We had exciting announcements lined up - bringing back the HEMI V8 engine, re-embracing a bold, sporty persona, coming back to the NASCAR Truck Series, which Ram left in 2012. We

just needed the perfect moment - June 8, 2026 - the NASCAR race happening on Ram's home turf of the Michigan International Speedway.

NASCAR was the perfect backdrop to announce Ram's rebirth because it's where our target audience is at - 40%+ of NASCAR fans are also Truck owners. It's also the ultimate embodiment of Performance and Fun To Drive, which are attributes the brand wants to own.

The key elements of plan that activated strategy.

We designed a plan to take over conversation.

We created anticipation for the announcements with a series of teasers dropped on our social handles every few days, teasing something big was coming June 8th, including a collab post with Anderson Silva and a mysterious BTS-style teaser featuring CEO Tim Kuniskis and influencer HeavyDSparks.

We then began to drop the hammer. June 5th we announced the return of HEMI with a social post. Then Tim took the stage at NASCAR on June 8th to lay out all the details on Ram's HEMI and NASCAR comebacks and unveiled a Ram Racing Truck and an adrenaline-filled live stunt.

Once the big event happened, we lit up every channel in a coordinated effort to further spotlight Ram and amplify the message. Paid and owned content took over social feeds. Our loyal owners and handraisers received an exclusive email announcing the two-fold comeback. Partners re-posted our content in the following days, further increasing the reach.

All digital executions drove to RamTrucks.com, where fans can learn more about Ram's NASCAR plans, and its trucks.

The key building blocks of the creative executions

Messaging centered on radical honesty and excitement for what's to come. That's why this campaign was called Ramdemption and featured the Ram CEO making a sincere apology to fans and truck owners for pulling the plug on the beloved HEMI engine.

We avoided dwelling too much on the past; we quickly moved forward to the future and the excitement of returning to our DNA. The phrase "legends never die" became a catchphrase for the campaign, referring to the HEMI engine and the soul of Ram.

The rationale behind your communications strategy, experience strategy and channel plan

We wanted every part of our campaign to feel authentic, inviting, and fun.

Thus, **social** -paid and owned - was instrumental. We wanted the majority of the content to come from our voice, so owned social posts, boosted social, and paid social ads coming from our handles were really important. This emphasized our authenticity and inviting audiences to explore Ram. Partnerships with influencers also helped, as they were able to help get the word out in their own voices, showing their enthusiasm for Ram.

Directly involving Ram CEO Tim Kuniskis throughout the campaign also drove home authenticity.

We ensured that every piece of content fit its channel and had a purposeful role. From the teasers that create intrigue to really fun HEMI and NASCAR behind-the-scene social content we pushed out to sustain momentum, we made sure our content was exciting and fun to consume.

RAM had not participated in NASCAR in recent years. This initiative marked a focused launch to announce the brand's reentry and renewed commitment to the sport.

Results:

- Organic social sentiment of 83% positive/neutral
- Massive increase in social followers after the announcements
- Organic social content engagement 428% above benchmark
- CRM engagement 3x above benchmark
- 750,000 site visits