

## The Jeep Brand's "Portraits" Takes Top Automotive Spot in 2016 Annual YouTube AdBlitz™ Poll

- "Portraits" awarded Super Clio Creative Bowl Winner
- "Portraits" named Adweek's number one Super Bowl spot

February 12, 2016, Auburn Hills, Mich. - The [YouTube AdBlitz™ 2016 results](#) were announced this morning (2/12), with the Jeep brand taking the top automotive spot with its awarded "[Portraits](#)" spot. ("Portraits" took the #6 overall position out of 74 total commercials voted upon in the annual poll).

Jeep brand's "Portraits" was also named [Adweek's number one Super Bowl spot](#). "Giving viewers something thoughtful, and beautiful — with inspiring craft — can make a lasting impression at the circus of advertising's biggest night," wrote Adweek's Tim Nudd.

"Portraits" has become one of the most critically lauded commercials during this year's big game. In addition to YouTube AdBlitz™ poll and the Adweek honor, "Portraits" won this year's [Super Clio Creative Bowl Winner](#). Rob Reilly, Super Clio commissioner and McCann Worldgroup's Global Creative Chairman told [Adweek's Tim Nudd](#): "I liked the restraint it showed for the Super Bowl, to not use the typical tricks. Jeep could have easily shown driving footage or something similar, but they chose to show very little product and tell a great story."

"Achieving the number one automotive spot in the YouTube AdBlitz Poll the last five of six years is a remarkable achievement for FCA and a wonderful acknowledgment of our entire creative team's efforts," said Olivier Francois, Chief Marketing Officer – FCA Global. "This work is above all things the product of FCA's shared culture of leadership. 'Portraits' speaks directly to how we are given the freedom to experiment and to challenge conventions. The recognition that 'Portraits' has received from both viewers and those within the creative industry only serves to reinforce that we are on the right path. Making a difference has been and will always be our North Star."

The quiet, evocative "[Portraits](#)" spot, featuring more than 60 curated images, is a nod to the past and an acknowledgment to the many people, faces and moments that have shaped the history of the brand beginning in 1941, with a simple message, "We don't make Jeep, you do," which recognizes the global truth that the rightful ownership of the brand resides within its worldwide community of fans, followers and drivers.

[The New Yorker](#) took note of the feel-good nature of "Portraits" writing, "... Jeep's minute-long celebration of its 75-year history, which featured a slide show of black-and-white photographs showing Jeep drivers ranging from mud-streaked G.I.s to Steve McQueen to Aretha Franklin, hit a sweet spot of nostalgia and brand loyalty. (It was also one of the few ads that wasn't released online before the game.)"

Also, said [AutoGuide.com](#), "WINNER: Jeep – 'Portraits' tugs at our heart strings, really zones in on Jeep's historical importance in the military, and makes us feel patriotic. A poignant and effective spot."

Web traffic for [Jeep.com](#) and its respective vehicles from Sunday, February 7 through Monday, February 8 (versus January 2016 daily average) saw the following increases:

- Site Traffic/LFA (lower funnel activity): 160k/41k (+17%/+6%); biggest spike in BMO (build my own) 22K/12% Lift
- 32% Computer/53% Mobile/15% Tablet share of traffic; January average for Mobile was 43%
- 2,371 Visits to 75th Anniversary Landing Page
- Wrangler VLP (vehicle landing page) Traffic/Lift 25K (+28%)
- Wrangler Unlimited VLP (vehicle landing page) Traffic/Lift 29K/23%

The Jeep brand saw a 76 percent increase in traffic from the daily average on [www.Edmunds.com](http://www.Edmunds.com).

[KBB.com](http://KBB.com) Karl Brauer, senior analyst for Kelley Blue Book, said, “the Jeep brand also scored high among car shoppers (up 99 percent) with its two heritage-focused ads celebrating the brand’s 75-year anniversary.”

Previous YouTube AdBlitz™ recognition for the company’s commercials include FIAT’s “The Fiat 500X Blue Pill” (2015); Dodge brand’s “Wisdom” (2015); Jeep brand’s “Beautiful Lands” (2015); Chrysler brand’s “America’s Import” featuring Bob Dylan (2014); Ram brand’s “Farmer” (2013) featuring the voice of legendary radio broadcaster Paul Harvey; “Halftime in America” with Clint Eastwood (2012), and “Born of Fire (Imported From Detroit)” with Eminem (2011).

YouTube AdBlitz™ is the premier destination to watch, vote for and share every “must see” commercial from the big game. Winners of the AdBlitz™ represent the most popular commercials from the game that viewers choose to watch and vote for on YouTube.

#### **About FCA US LLC**

FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. The Company also distributes Mopar and Alfa Romeo parts and accessories. FCA US is building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE: FCAU/ MTA: FCA).

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