

# Instagram Influencer Road Trip

- Two very successful Instagrammers (Craig Hensel and Eric Ward), on behalf of themselves and their production company Neighborhood Films, reached out to The Richards Group about a documentary they wanted to put together in partnership with Jeep
- They proposed that they would post 5 pictures each on their pages (over 350k followers) as well as feature Jeep in a documentary that they would produce.
- They would also run a “takeover” of the Jeep Instagram page, providing eight more images
- Not only did they deliver the guaranteed images, but they also went above and beyond with extra posts, posts on their production company’s Instagram, posts by those who follow them or also were on the trip, and streaming on their popular Snapchat and Periscope accounts. These came at no cost to Jeep.
- Because of this campaign, the @JeepOfficial Instagram account finally reached over 30k followers



Eric Ward  
@littlecoal 297k followers



Craig Hensel  
@thecraighensel 53.4k followers



littlecoal



5,401 likes 101 comments

**littlecoal** We're excited to be partnering with [@jeepofficial](#) for this incredible [@neighborhoodfilm](#) trip starting in Chicago, following Route 66 and then heading up the California coast up to San Francisco. The Jeep Renegade is ready to Go Anywhere, Do Anything. [#neighborhoodfilm](#) [#sp](#)

**marcgc2** I drive my Jeep up and down Hwy 1 every day, I hope you have an awesome trip!!

**v.delacruz** That thing is so attractive on top of it all! Have a safe trip brother 🙌🙌🙌🙌

**the\_outside\_perspective** Only In A Jeep 🙌🙌

**tamhodge** Way to go, Eric!! My favorite car I ever had was a Jeep. You're gonna have a blast!

**bluesky.images** I would love to be a part of this! How awesome!!! I've owned 4 Wranglers and just love JEEP!

**roam\_authentic** I can't wait to get my Jeep Renegade!

**realgenius** Shame it's not the REAL Jeep Wrangler! Now that would be a brilliant trip, especially the off road side trips🙌 Be safe Eric and enjoy one of the best vehicles Chrysler ever made/makes🙌

**littlecoal** [@realgenius](#) Thanks, Debra! It's a great Renegade, which they encouraged us to test out the off road capabilities. Trail rated is a great thing!

**realgenius** Be careful my friend and have a great ride!!!! I love my Jeep💙





littlecoal



63 comments 7,703 likes

**littlecoal** Route66 X  
@JeepOfficial...There's nothing more  
Iconic. #NeighborhoodFilm #SP

**cggoldman** @smprez told you this thing  
is pretty cool

**ariellegallione** That Jeep is a beauty ☺☺

**thiswildpursuit** Hahaha not sure how I  
feel about the new design. How do you  
like it?!! // great shot!!!☺

**littlecoal** The Jeep Renegades have  
been incredible! @thiswildpursuit

**heywitzalex** Awesome

**thiswildpursuit** Might have to go test  
drive!! ☺☺

**missyjena** I drive a jeep ;)

**joamatheus1** Love the Renegade !!!! It's  
produced here in Brazil since this year. I  
want to own one...

**dmarieolsen** A little bit of off-roading, I  
see.

**jongsunpark\_** @JeepOfficial love  
Jeeps!!! 🐾☺





littlecoal



8,337 likes 122 comments

**littlecoal** Camping out with @neighborhoodfilm, @thecraighensel along with our Jeep Renegade under the stars. I have to say, if Craig ever tells you, "Pull over here, the stars are going to be epic!"...listen to him and do it! @JeepOfficial #SP #RenegadeLife

**isaacxgibson** @getthoffmebro Thought you might like this photo, and the car in it haha.

**scrumpyjackson** The Jeep looks amazing, also great shot 👍

**mattstephens89** @timscott5 this guy is doing a cross country trip/film in his jeep renegade...setting the bar



littlecoal



59 comments 6,733 likes

[littlecoal](#) Watching Ricky (@NeighborhoodFilm) dominate the California Sand Dunes, @TheCraigHensel and I could barely contain ourselves until we saw him get of the Renegade with a smile looking like a little boy who just opened the Christmas present he was waiting for. He then spoke about becoming a Hollywood stunt driver. Stay tuned... @JeepOfficial #SP #RenegadeLife #Jeep

[peteracarey](#) Tearing it up!

[sixlittlesnowflakesphotography](#) Oh hell yeah. Looks like a blast to drive and shoot.

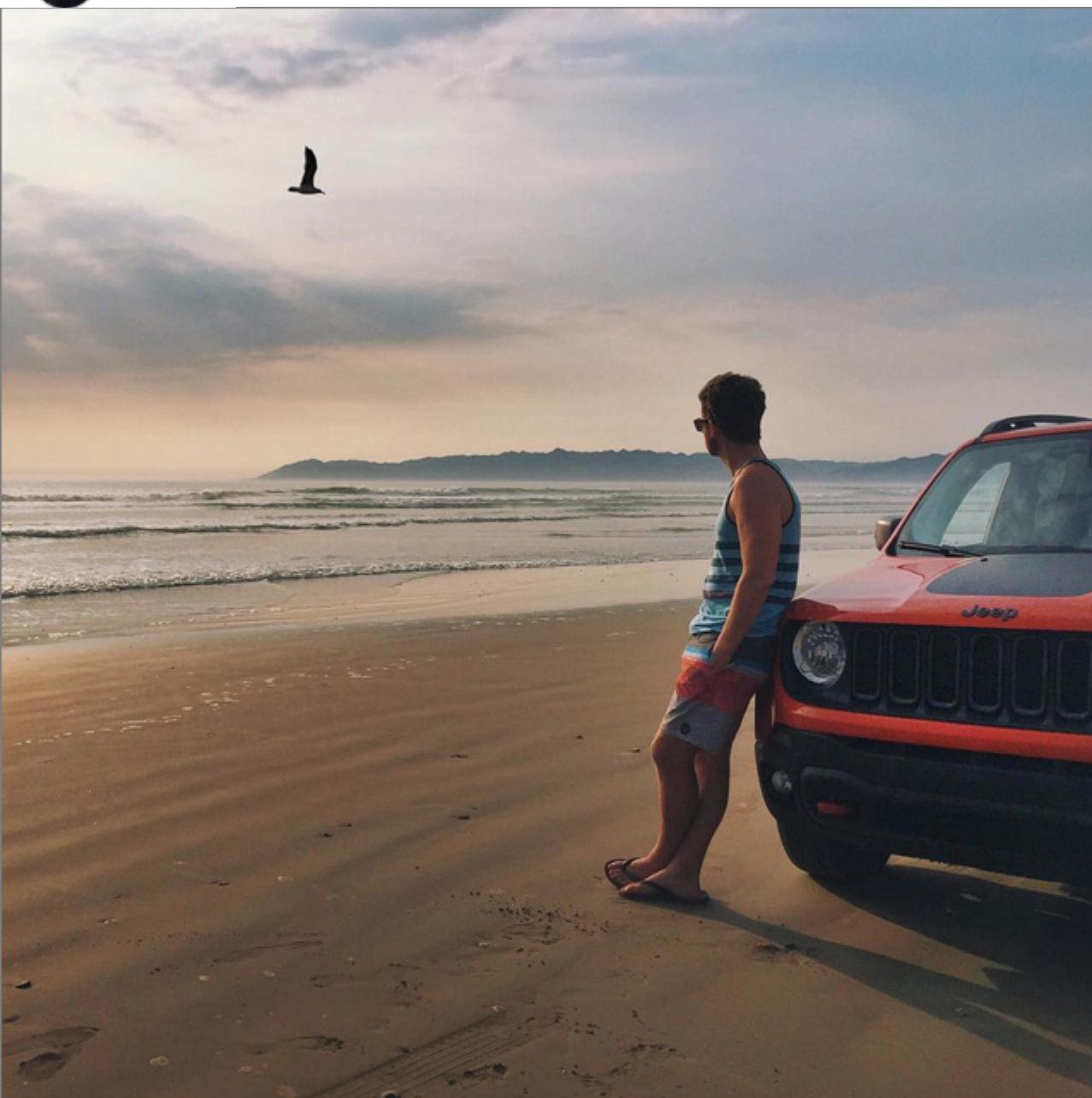
[roam\\_authentic](#) Counting down the days until I own this jeep!

[joaomatheus1](#) Love the Renegade !!!

[jenniferapplin](#) You can taste the dirt in this shot 🍷👍



littlecoal



86 comments   8,102 likes

~  
@thecraighensel, and looked up at the stars I couldn't help but shake my head at how blessed we are to have been given these opportunities to see these places and connect with many amazing friends all over the country. See you in San Francisco tonight! @jeepofficial #RenegadeLife Check out @thesamgraves for meetup info! In partnership with @jeepofficial





littlecoal



8,102 likes   86 comments

**littlecoal** What are your plans this weekend? I love the edit my friend Ricky Staub [@neighborhoodfilm](#) did on my shot of [@thecraighensel](#) testing our [@enohammocks](#) setup on the beach. After adding two more to the set and a perfect campfire, we had a well deserved rest for the night. [#neighborhoodfilm](#)



thecraighensel



879 likes

69 comments

thecraighensel Last night after the meet up, we ventured into downtown Chicago to a few of our favorite spots. It's been an absolute honor to partner with [@JeepOfficial](#) for our trip across the U.S in a set of Jeep Renegades. Cannot wait to take them through the desert, HWY1 and more. Join the journey with us. [#SP](#) [@NeighborHoodFilm](#) [#NeighborHoodFilm](#)

[joamatheus1](#) Love the Renegade !!!  
[concorexhappiness2x](#) Killer shot! We had a old jeep renegade and had to trade it in when our oldest wa born . Darn it we want it back now!

[ariellegallione](#) So sick. Your snaps from last night with them beautiful Jeeps were 📸👍

[kbucklandphoto](#) Better get those bad boys air born! 🚗💨

[\\_jsett](#) awesome. I love jeep. I have a wrangler 📸





thecraighensel



1,296 likes 30 comments

**thecraighensel** A few years back I owned a '56 Willy's Wagon (made by [@JeepOfficial](#)) and took it everywhere. With the Renegade, the routes are limitless. [#SP](#)  
[@NeighborhoodFilm](#). [#RenegadeLife](#)  
[#Jeep](#)

**sendingstache** I want a car like that

**misseswray** My first car was a jeep CJ7. So fun to explore in! ✨

**misseswray** My first car was a jeep CJ7. So fun to explore in! ✨



thecraighensel



1,637 likes 70 comments

[misseswray](#) Oh yeah!!!! Jeep will beg you to keep them 🌟👍👍

[thecraighensel](#) What an honor it has been sharing the journey with these guys. Never been around a more humble crew. Yesterday was filled with shooting in Oklahoma, Texas, New Mexico and Arizona. We eventually ended up in the middle of no where under the stars. Really thankful for [@JeepOfficial](#), not only for these amazing Jeep Renegades, but for the continued encouragement and support they've provided.





thecraighensel



1,106 likes   78 comments

[thecraighensel](#) Arrived at Pismo Dunes, CA, set up camp, hustled for this shot as mist was rolling off the ocean, then gathered around the fire telling stories before everyone crashed. Each day brings a new scene and memories will be told to our grand kids. Like that one time I made Ricky ([@neighborhoodfilm](#)) stand on the roof for a Jeep Renegade portrait. 📷

[thecraighensel](#) [@atavisme](#) Thanks homie, these Renegades have been really photogenic

[katiefetstaub](#) [@thecraighensel](#) he's about to belt out a melody so hypnotizing. And a lot of dance moves atop that Jeep.



thecraighensel



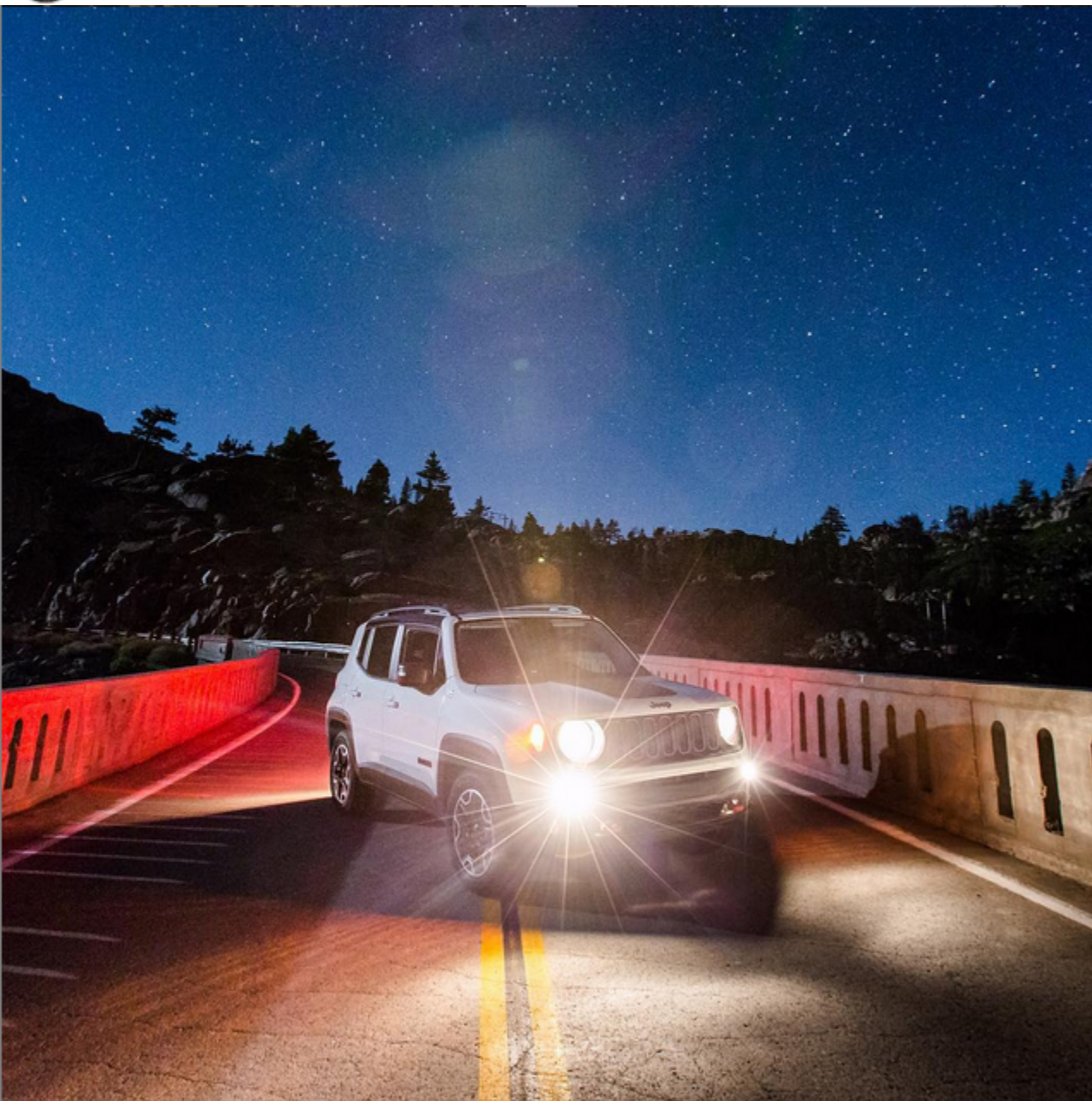
1,213 likes   31 comments

**thecraighensel** Pulled into San Francisco last night weary, hungry and exhilarated. We also welcomed Erin (@erinbrooks) and had her do a bit modeling for us with the Jeep Renegade...Because, hey, got a little tired of taking photos of @neighborhoodfilm and @littlecoal. [] #neighborhoodfilm

**\_jsett** ok so question. do you put lights in and around the jeep to shoot something like this?

**thecraighensel** @\_jsett So, we lit the underneath with a @goalzero light and a couple phones. The red is from a light by the bridge, we put a couple lights in the Renegade to light it up as well. And...Her husband was laying down in the back seat holding a light behind her head! []





1,105 likes 24 comments

thecraighensel Pulled into Truckee with @SommarBlomma last night and headed straight for the views of Donner Pass. Chased the Milky Way deep into the night and off to explore Tahoe today. Any 4x4 trails you would recommend?

In partnership with @JeepOfficial.  
#RenegadeLife #NeighborhoodFilm #SP

thecraighensel @dearfloyd Bro, it's a legit ride! Get the Trail Hawk!

asteryx Dope ride 🙌

dearfloyd My dad is looking at getting this Renegade. Anyway, safe travels dude.





thecraighensel



1,048 likes   53 comments

[thecraighensel](#) Jenah and I headed into the Sierras in search of adventure, rest and catching up on life before we fly back. Came across Lake of the Woods where we dreamed of the future and laughed for hours. Honestly hard to leave as Monday is looming.

[#NeighborhoodFilm](#)

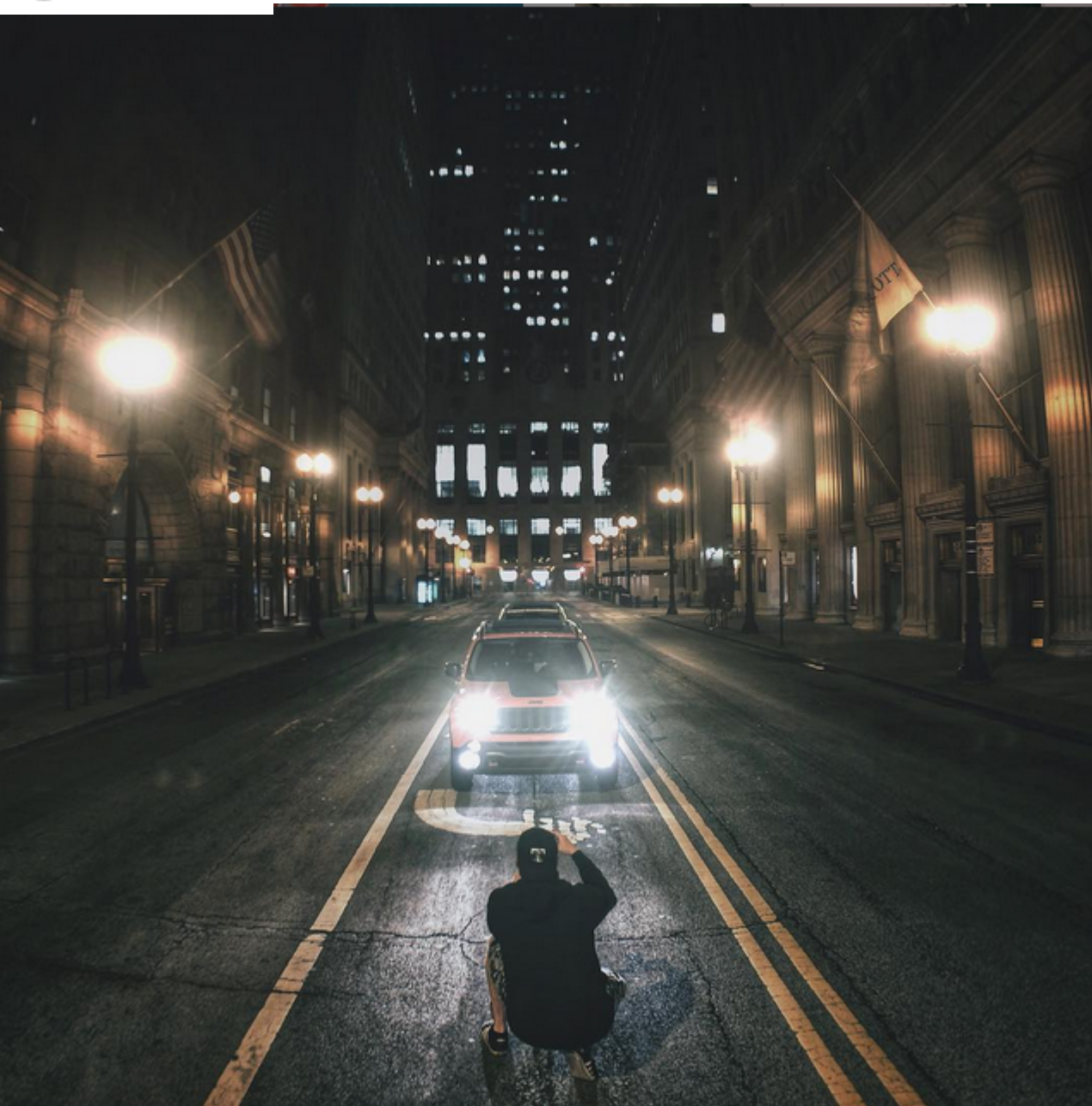
Special thanks to our partner and team over at [@JeepOfficial](#). The crew was available day and night making sure we had what we needed. The Renegades went everywhere, from the backroads of Texas, to the Dunes of California and the High Sierras, if you're in the market for the most capable small SUV, this one is yours. [#SP](#)

[anthony\\_lazzaro](#) [@thecraighensel](#)

Thanks to you and this project, I'll most likely be making this my next vehicle

[thecraighensel](#) [@anthony\\_lazzaro](#) It's a legit ride man, really impressed with the space and off-road capabilities. We really put it through the paces too!





472 likes   26 comments

**neighborhoodfilm** Chicago. End of Day 1 of 8. Yesterday we heard some incredible stories from [@jasonmpeterson](#) & [@kevinkuster](#) on the power of [@instagram](#) to change lives. [@chitecture](#) hosted an incredible meet up of what felt like hundreds of people joining our journey. Then, we ended up leaving Chicago way late because we picked up some sick shots of our Jeep Renegades throughout the city. [@thecraighensel](#) has the shot of the night. Check him out. And thanks for the swag [@JeepOfficial](#). Here's a shot of the master [@littlecoal](#) doing his thing! Check out [#NeighborhoodFilm](#) for shots of last nights meet up.



neighborhoodfilm



348 likes 20 comments

**neighborhoodfilm** Memories don't just come. You gotta go get'em. Today's craziness has included a sunrise at [#treecultokc](#), Cadillac Ranch, skating through a Ghost Town on Old Route 66, and ripping off road with the new Jeep Renegade. [@jeepofficial](#) encouraged us to feature it's trail rated capabilities so we gladly took them up on the offer. The footage is insane. More to come...

**neighborhoodfilm** [@rjcassi](#) they're pretty legit. We've been tearing it up. It's solid.

**neighborhoodfilm** [@kpmorris99](#) I've actually been super impressed how the jeep renegade handled off road. We pushed them hard! [@jeepofficial](#) gave us permission 🙌





neighborhoodfilm



798 likes 80 comments

**neighborhoodfilm** Not many people can say they've slept side-by-side in [@enohammocks](#) with [@littlecoal](#) and [@thecraighensel](#). I can finally cross it off my bucket list. [#NeighborhoodFilm](#) [#sp](#) partnership w/ [@jeepofficial](#)

**misseswray** Sweet shot Ricky! Jeeps gotta love the dual purpose here 📸👍🔥👍👍



neighborhoodfilm



772 likes

32 comments

[neighborhoodfilm](#) Big Sur. Day 7 of 8. [@eliucornielle](#) and I got lost today on our way to Big Sur so we decided to make the most of it and drive over the agro crag and prop the Jeep Renegade up on 3 wheels. You have to love a client that encourages you to push the limits of their product. Mission accepted. [#NeighborhoodFilm](#)





317 likes 6 comments

[neighborhoodfilm](#) I've never personally owned an off-road vehicle so it was fun partnering with [@jeepofficial](#) on our [@instagram](#) road trip because literally at any point we would just cut the wheel and veer off-road to shoot. Here [@eliucornielle](#) and I got lost around Big Sur so we cut down some back mountain roads to capture some dirt flying in slow motion. Everything looks cooler in slowmotion. Especially dirt. [#sp](#) [#NeighborhoodFilm](#)

rhino168  
Strafford, Missouri



24 likes

3 comments

rhino168 Day 2 of 8 // Gassing up and  
chowing down #neighborhoodfilm  
#roadtrip #missouri #route66  
@neighborhoodfilm @thecraighensel  
@littlecoal @eliucornielle





rhino168  
Strafford, Missouri



12 likes

2 comments

rhino168 Day 3 of 8 // Full of inspiration and magnificence, the repetition of a daily [#sunrise](#) is a [#beautiful](#) way to start each day [#neighborhoodfilm](#) [#pasture](#) [#oklahoma](#)



rhino168  
Strafford, Missouri



8 likes

rhino168 Day 3 of 8 // Super excited to hit the road to the desert today. Thanks to @jeepofficial for providing us with this set of rugged machines #neighborhoodfilm #oklahoma #jeep #pasture #car





17 likes



rhino168  
Strafford, Missouri



18 likes

rhino168 Day 3 of 8 // A great shot of our  
'camera car' from @jeepofficial  
#neighborhoodfilm #jeep #car #sunrise  
#oklahoma #pasture





rhino168  
Strafford, Missouri



8 likes

rhino168 Day 3 of 8 // Man It's hot.  
#neighborhoodfilm #texas #heat #route66  
#roadtrip @jeepofficial



rhino168  
Strafford, Missouri



11 likes

rhino168 Day 3 of 8 // I really want a Jeep now @jeepofficial #roadtrip #route66 #sideoftheroad #offroad #neighborhoodfilm





rhino168  
Strafford, Missouri



rhino168 Day 3 of 8 // Hello New Mexico!  
Headed towards the home of Walter White  
now #neighborhoodfilm #jeep #route66  
#offroad #roadtrip @jeepofficial



rhino168  
Strafford, Missouri



21 likes

rhino168 Day 4 of 8 // Took the  
#renegades #offroad and ran into a classic  
#wrangler @jeepofficial  
Super fun evening, amazing shots. Can't  
wait to see the final cut. #neighborhoodfilm  
#yuma #roadtrip #desert #jeep #car #epic



rhino168  
Strafford, Missouri



31 likes

rhino168 Day 6 of 8 // After a change of plans, we found ourselves at #pismo beach for some #beachcamping in our #jeep #renagades @jeepofficial Now, just waiting for the sun to go to sleep #sunset #neighborhoodfilm



33 likes

rhino168 Day 6 of 8 // Waiting for #sunset  
#neighborhoodfilm #pismobeach  
#california #camping #jeep



eliucornielle



52 likes

1 comments

[eliucornielle](#) We've just arrived to our last destination in San Francisco. Traveling from the east to West coast has been fun, intense, physically exhausting but incredibly exiting and rewarding... Ready for the last stretch of our documentary project.

Acabamos de llegar a la última parada de nuestro viaje, San Francisco... Muy cansados pero también felices y satisfechos.

[@jeepofficial](#) [@littlecoal](#) [@thecraighensel](#)  
[@neighborhoodfilm](#) [#neighborhoodfilm](#)  
[#jeep](#) [#jeepofficial](#) [#Filmmaking](#) [#offroad](#)  
[#allterrein](#) [#setlife](#) [#americana](#) [#cars](#)

eliucornielle



18 likes

eliucornielle We are traveling across the country filming a documentary... Big thanks to @jeepofficial for providing the funnest form of transportation.

#neighborhoodfilm #texas #madeinamerica



# Example of Snapchat Videos



Unpaid

About 100 views