

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



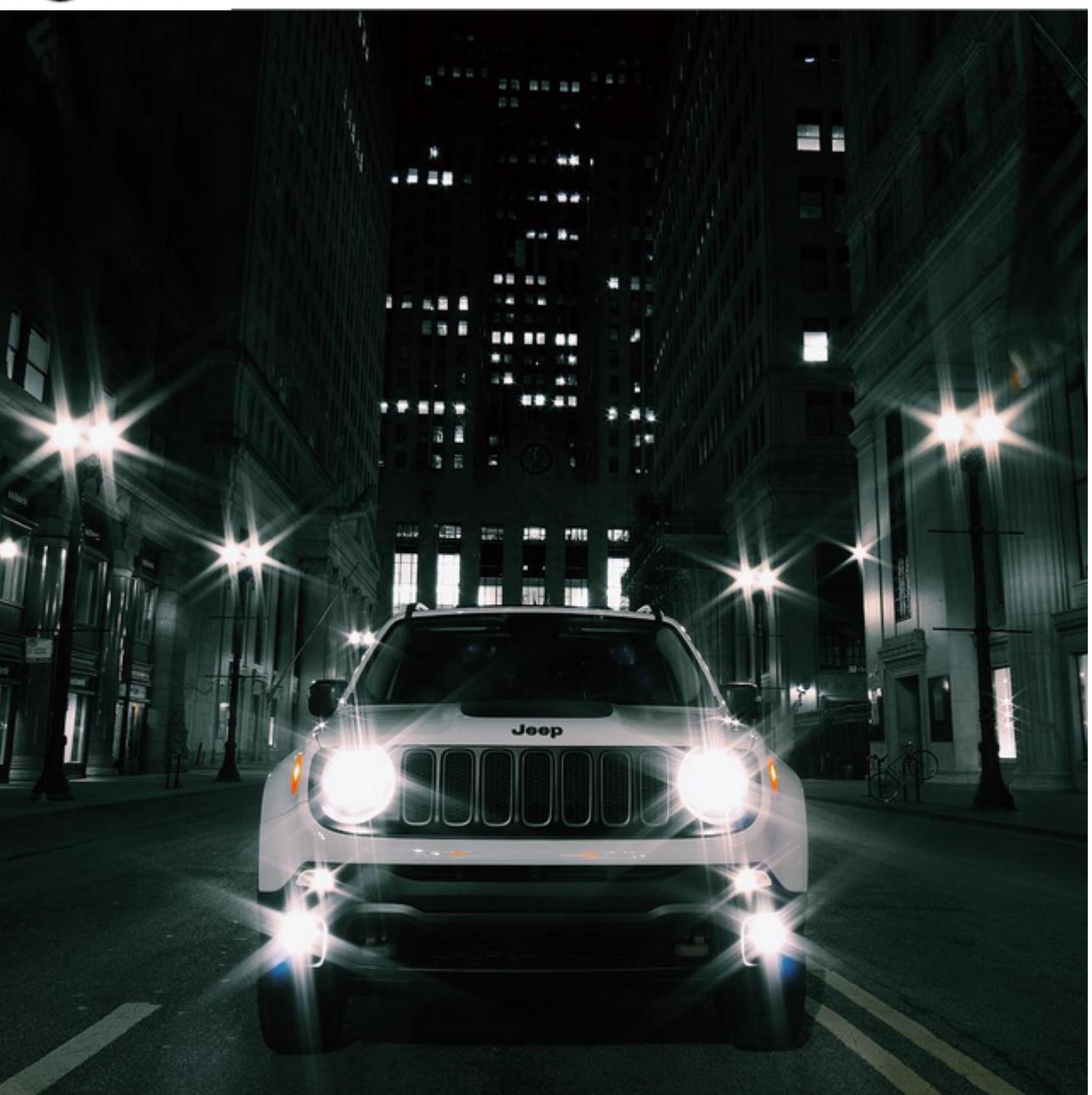
Eric Ward
@littlecoal 297k followers



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 @sm prez 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

heyyitzalex Awesome

thiswildpursuit Might have to go test drive!! ☺

missyjena I drive a jeep ;)

joaomatheus1 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 @gethoffmebro 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 (@erinrbrooks) 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! [\[\]](#)



thecraighensel



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.

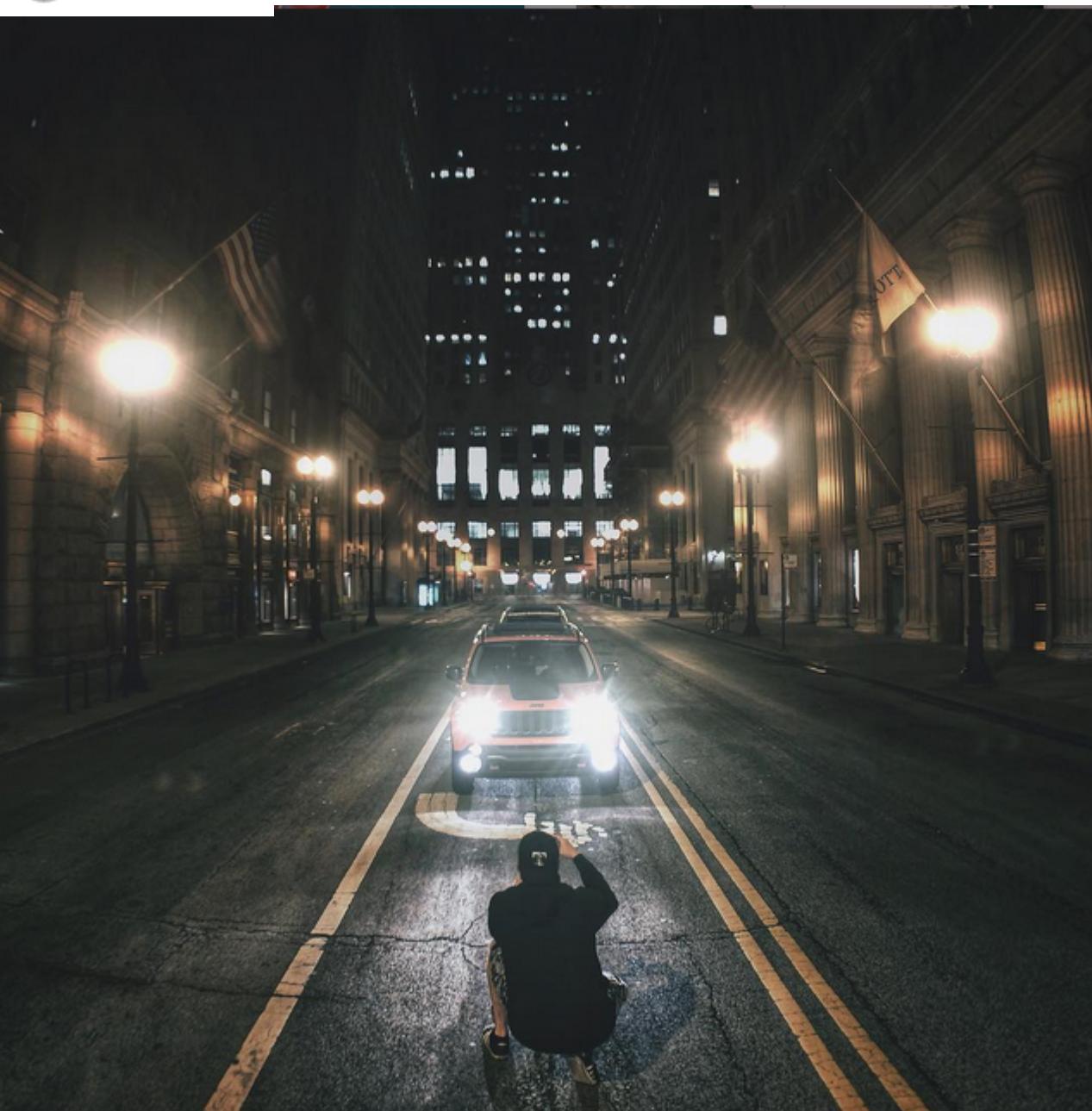
#NeighborhoodFilm

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 🤗👍



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



rhino168
Strafford, Missouri



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 #pismobeach for some #beachcamping in our #jeep #renagades @jeepofficial Now, just waiting for the sun to go to sleep #sunset #neighborhoodfilm



rhino168
Strafford, Missouri



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