

GREAT PLACES TO WORK IN EXPERIENTIAL



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INSPIRA MARKETING GROUP'S MISSION TO PUT PEOPLE, PASSION AND PURPOSE AT THE CENTER OF INNOVATION

HISTORY

When Jeff Snyder founded Inspira in 2008, he set out to create a different type of agency - one built on relationships and doing the right thing, where people came before profits, and where the team was passionate about the work they were doing (and had fun doing it!). He wanted to build a company committed to optimism, excellence, and where innovation was at the forefront of the company's purpose; a commitment to a culture of giving back.

LEADERSHIP

"I had been working at agencies for two decades and I saw them drowning in a sea of sameness. There was no clear differentiator in product or service and there was an increasing focus on the bottom line," explained Snyder. "This was affecting everything: the people, the clients, and the work. I knew I could do better."

GREAT WORK

Today, Inspira employs more than 230 people across the U.S. Its client roster includes some of the world's leading brands including Diageo, Jeep, American Express, and National Geographic. While Inspira is known for its award-winning work, it's also recognized for its leadership in the business community through the Forbes Small Giants, Inc. 5000, and Entrepreneur 360. Inspira's people-centered culture has placed it on several best places to work lists, including Best Places to Work in Events, and Best Places to Work in Connecticut.

COMPANY CULTURE

While most companies are lucky to have a clear vision, it's Inspira's reason for being that drives them to excel. Inspira's purpose-driven culture was inspired by Snyder's daughter, Kennedy, who struggled with childhood cancer. Part of the company's mission includes donating a portion of its proceeds to fund childhood cancer research through Alex's Lemonade Stand Foundation for Childhood Cancer. In fact, Inspira has donated more than one million dollars to the cause and supports the charity through ongoing pro-bono marketing work. This culture of giving back has led to several employee-led initiatives within our local communities that include providing underserved kids with school supplies, raising funds for an animal shelter, and volunteering at a homeless shelter.

TESTIMONIALS

"Inspira is unquestionably a company that prioritizes relationships. This can be seen in the work we produce and in the way the company brings us together to connect and support one another as colleagues and friends," explains Client Engagement Executive, Brendan Hunt. "Inspira's outings and events are always highly anticipated by the team and somehow each seems better, more immersive, more fun than the last. I've always been excited to participate in these events and use them as ways to meet people from all facets of the company and to grow and strengthen my relationships within the company outside of the office's day to day."

FLEXIBLE POLICIES & COOL BENNIES:

Although rightly serious about doing extraordinary work as well as doing good throughout the community, the Inspira team knows how to have fun, too! Inspira's annual team summit, quarterly events - including an out of this world Halloween party and summer soiree - are more than just a way to reward employees for their hard work, they strengthen relationships. Add these to a generous PTO policy, a flexible work schedule, wellness programs, a diversity equity and inclusion task force along with other perks you would expect from a company that values each one of its team members.

THE FUTURE

What's next for this innovative company after the long, two-year global pandemic? "We're excited about the future. We live in an experience economy, so we feel uniquely positioned to work with brands that want to lead by offering consumers incredible, strategically-led experiences," said Snyder. "And with, arguably, the best team in the business...the possibilities are endless."



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Inspira

CAMPAIGN: JEEP CHAMPION OF ADVENTURE

CLIENT: JEEP

AGENCY: INSPIRA MARKETING GROUP

THE CHALLENGE

For 16 years, Jeep had served as a sponsor of the Winter X Games, but its on-site experience had become all too familiar to fans. Looking for a change, Jeep turned to Inspira to reimagine how the brand could create an experience that would resonate with thrill-seeking X Games fans. Specifically, the brand was seeking to educate consumers about the features and capabilities of Jeep's rugged vehicles in an exciting and authentic way, maximize on-site demonstrations, and generate purchase intent.

OUR INSIGHTS

We know that the best way to sell vehicles is to get people in seats and take them for a test drive. However, with over 100K people attending the X Games, it would be nearly impossible to get everyone behind the wheel. To better understand the X Games consumer, we utilized MRI-Simmons data to build a mindset model for our target consumer and found they valued adventure-driven experiences, were social media savvy, and supported brands they viewed as authentic. Additionally, we conducted extensive interviews with previous winter X Games attendees to determine - and solve for - pain points, understand what they expected and valued from brand activations at the event, and areas for improvement throughout the course of the event.

With these insights, we designed an exhilarating, authentic, and relevant Jeep Wrangler experience that virtually put consumers behind the wheel while solving for fans' biggest pain points (cold temperatures and a lack of food).

THE SOLUTION

We created the Jeep "Champion of Adventure" - an immersive 4-D film experience. We began with a 30' custom-branded geodesic projection dome and eighteen authentic Jeep seats. This provided an immersive setting for our cinematic four-minute film. Once seated, the scent of pine was released into the air and strategically placed wind machines replicated the feeling of riding shotgun in a Jeep Wrangler with the sunroof open over snowy mountains and desert hills. Filmgoers almost forgot that they were stationary as they became part of the journey, experiencing 'butterflies' as the Jeep Wrangler crested a steep incline and crawled over boulders, bursts of adrenaline as it hit epic mud bogs, and the feeling of freedom as

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the vehicles opened up in the desert against a spectacular sunset.

After the film, consumers got behind the wheel of real Jeep Wrangler models for live demos. These vehicles also served as backdrops for exclusive meet-and-greet photo opportunities with X Games athletes. To draw fans to the footprint, we served up branded s'mores out of our Jeep cabin. Once inside, consumers entered to win Rossignol skis packages and were able to monogram Jeep keychains.

THE RESULTS

Overall, Jeep's Champion of Adventure exceeded goals and expectations across the board. The experience saw 4,037 engagements, with 11,572 unique impressions. In addition, the dome technology contributed to a notable dwell time amongst consumers, averaging at 8 mins and 51 seconds. On site, brand ambassador vehicle demos resulted in a 130% increase in leads over 2019 and 635% increase over 2018.