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New 'Jeep® Code' Snapchat Lens from Jeep brand multi-winner in strategy magazine's 2022 Media Innovation Awards

- The Jeep® brand's "[Jeep Code](#)" Snapchat lens named triple Gold trophy winner in three categories as well as additional Silver trophy runner-up in strategy magazine's 2022 Media Innovation Awards (MIA)
- Jeep Code is a revolutionary way for Canadian Jeep enthusiasts and consumers to use their smartphones to turn any Jeep iconic seven-slot grille they see into a barcode and engage virtually with the Jeep vehicle lineup using the first-of-its-kind augmented reality technology
- The MIA jury awards Gold, Silver and Bronze in each category, based on the quality of work presented and is judged on Insights & Ideas (30%), Media Execution (25%), Innovation (15%) and Results (30%)

December 8, 2022, Windsor, Ontario - The Jeep® brand's "[Jeep Code](#)" Snapchat lens has scored a hat-trick as a Gold trophy winner in three categories (the maximum permitted), in *strategy magazine's* 2022 Media Innovation Awards (MIA), as well as a Silver runner-up trophy.

A first among any automaker, Jeep Code debuted in April 2022. It is a revolutionary way for Canadians to use their smartphones as means of turning any iconic Jeep seven-slot grille into a virtual barcode that allows them to engage online with the brand's award-winning lineup. The Jeep Code Snapchat lens took top honours in the "Best in Social Media", "Best Use of Technology", and "Best in Mobile" categories while placing second in the "Best in Automotive category".

"Having our *Jeep Code* Snapchat lens recognized in four different Media Innovation Awards categories is a proud achievement for Jeep," said William Levasseur, vice president sales and marketing, Canada. "These awards are a significant benchmark in gauging the impact of our digital efforts towards the Jeep community and purchase intenders as well as an acknowledgment of the innovation and leadership in emerging technology from our entire digital creative team."

"Jeep Code is a fantastic example of how Jeep is pushing the boundaries of innovation through an augmented reality (AR) Lens on Snapchat, a technology that sees over 6 billion plays each day on the app. They made a bold bet on the power of AR to delight and engage Snapchat's growing and maturing community, while facilitating visual search at scale to provide consumers with an unparalleled brand experience — and they knocked it out of the park," said Calvin Wilkinson, QSR and Automotive Lead, Canada at Snap Inc. "On-street discovery is how many Canadians fall in love with Jeep, and we are thrilled that we were able to work with Jeep brand to capture that magic through the Snapchat camera."

The MIAs entries undergo an initial online round of judging to determine a shortlist. These shortlisted entries are then reviewed, discussed, and potentially awarded during a live judging session involving the main jury and co-chairs.

Judging was based on four weighted criteria: Insights & Ideas (30%), Media Execution (25%), Innovation (15%) and Results (30%).

About Media Innovation Awards

The Media Innovation Awards honour the great and growing role media plays in the marketing mix and those responsible for the selection, deployment, and implementation of breakthrough media programs.

The MIAs program was developed under the guidance of an advisory board comprised of senior executives

representing different sides of Canada's media industry.

Since 2017, when the Marketing Magazine portfolio was acquired by Brunico Communications, the awards program has been managed by *strategy* magazine, Canada's national marketing and media publication.

In addition to national B2B brands *strategy* and *Playback*, Brunico's global entertainment industry focus includes *Kidscreen* and *Realscreen* publications and their related international film and TV awards programs, Summits and Festivals, and the Banff World Media Festival.

Jeep Brand

Built on more than 80 years of legendary heritage, Jeep is the authentic SUV brand that brings capability, craftsmanship and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of safety and security to handle any journey with confidence. The Jeep vehicle range consists of the Cherokee, Compass, Gladiator, Grand Cherokee, new three-row Grand Cherokee L, Grand Cherokee 4xe, Renegade and Wrangler and Wrangler 4xe. In Canada, Jeep Wave, a premium owner loyalty and customer care program, expands to Jeep Wrangler and Jeep Gladiator for 2023. Also available to all-new Grand Cherokee, Grand Cherokee L and Grand Cherokee 4xe owners, it is filled with benefits and exclusive perks to deliver the utmost customer care and dedicated support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into new 4x4 in pursuit of the brand's vision of accomplishing Zero Emission Freedom. All Jeep brand vehicles will offer an electrified variant by 2025.

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