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## **The Ram Truck Brand and G7 Entertainment Marketing Earn Prestigious Ex Award for Their Work on The 'Road to the Ram<sup>®</sup> Jam' Campaign**

The Ram Truck brand and G7 Entertainment Marketing take away the gold award for "Best Proprietary Property (Consumer)" from Event Marketer Magazine

May 6, 2013, Auburn Hills, Mich. - The Ram Truck brand and G7 Entertainment Marketing, an award-winning strategic entertainment marketing and talent booking agency, today announced that they have won the Event Marketer Magazine's 2013 Ex Award for "Best Proprietary Property (Consumer)." The award recognized their work on the highly successful "Road to the Ram Jam" campaign, which helped extend the brand's alignment with many of today's top country music artists and their far-reaching fan bases by creating an innovative platform for promoting the artists' music and connecting with their fans. The annual Ex Award program recognize excellence in experiential event marketing, highlighting the best programs of the year selected from more than 800 entries and judged by a panel of brand-side marketers.

"Ram is fortunate to have a roster of agencies that are committed to delivering excellent programs on behalf of the brand and our customers," said Marissa Hunter, Head of Advertising for Ram Truck Brand, Chrysler Group LLC. "The marketing team at G7 has been a very valuable partner from both a strategic standpoint and for helping us build relationships with artists and artist management. G7 has delivered and managed an outstanding program for Ram."

The Ex Awards were founded in 2002 and have become the world's most sought-after trophy for experiential marketing excellence. The Ram Truck brand and G7 Entertainment Marketing, as well as the rest of the night's winners, were honored at the annual Ex Awards Gala on May 6 at the Sheraton Chicago Hotel + Towers in Chicago. The "Road to the Ram Jam" campaign was nominated alongside LIFE Marketing & Events' "KidsFest" campaign for Lego and Red Bull's Crashed Ice campaign, but ultimately took the Gold prize for the all-star country music series that not only helped to build the Ram Truck brand's alignment with country music, but also helped raise a total of \$181,731 for charities.

G7 Entertainment Marketing created, alongside the Ram Truck brand, the "Road to the Ram Jam" campaign as the ultimate fan experience, providing exclusive video content, the opportunity to win prizes and free music downloads, as well as a chance to enter to win trips for two to the exclusive Ram Jam concert. All five participating artists—Kellie Pickler, Brantley Gilbert, Billy Currington, Zac Brown Band and Easton Corbin—performed at the hugely successful, invitation-only 2012 Ram Jam concert held on Dec. 29 in Nashville, Tenn. They also received a one-year lease on a 2012 Ram 1500 Laramie Longhorn truck. The trucks were auctioned off one at a time, beginning in late January, with all proceeds benefiting a charity of each artist's choice.

### **About Ram Truck Brand**

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as a standalone vehicle brand. Creating a distinct brand for Ram trucks has allowed the brand to concentrate on how core customers use their trucks and what new features they'd like to see. Whether focusing on a family that uses its half-ton truck day in and day out, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered. The Ram Truck brand has the most innovative lineup of full-size trucks on the market. Ram Truck has emerged as a full-size truck leader by investing substantially in new products, infusing them with great looks, refined interiors, durable engines and features that further enhance their capabilities. Truck customers, from half-ton to commercial, have a demanding range of needs and require their

vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

#### **About G7 Entertainment Marketing**

G7 Entertainment Marketing is a strategic entertainment marketing and talent booking agency dedicated to creating and deepening passionate brand relationships through music, sports, film, branded content and other fan-based platforms. G7 is part of the Project: WorldWide agency network with a combined 100+ years of entertainment marketing experience. G7 Entertainment Marketing is a multiple winner of Billboard Magazine's Concert Marketing and Promotion Award and has worked on prestigious accounts including [Taylor Swift Tour Sponsored by COVERGIRL](#), [KC Masterpiece BBQ Pit Wagon](#), [Ram and Zac Brown Band Letters for Lyrics](#), among others. The G7 Talent Booking department has been responsible for booking talent and producing large scale corporate events such as Red Hot Chili Peppers at Dreamforce, Weezer at Cisco Live!, Jacob Dylan at IBM VM World among others. For more information on G7 visit [www.g7entertainmentmarketing.com](http://www.g7entertainmentmarketing.com)

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