

Leo Burnett and Jeep discover Belgium's most deserted post box in the Ardennes

Adventurous video mailing launches new Jeep Compass

Leo Burnett Brussels created a direct mailing for Jeep to present its new Jeep Compass. Research within Belgium's official post network led the Brussels agency to Tenneville, a tiny village on the banks of the river Ourthe in the Ardennes. Not far from where the US Infantry once used the very first Jeep vehicles to fight in the famous WWII 'Battle of the Bulge'. There Belgium's most deserted post box was found. Leo Burnett Brussels filmed the ride to the post box and the posting of the direct mailing, captured in one digital video. Recipients then got a paper mailing with a web link or QR code directing towards the online film. Both proof of the Jeep brand dna and a remarkable invitation for the Belgian launch of the new Jeep Compass on June 18 and 19.

How to announce the launch of a new Jeep? By driving it where it belongs. And by demonstrating it rather than describing it. So Leo Burnett Brussels decided to turn a very common thing such as posting a few thousand envelopes, into an exciting event. With a mini documentary on the ride to Belgium's most deserted post box.

Tenneville is an old Ardennes village near the river Ourthe. There's one artisanal chocolate factory and nothing but trees. A lot of trees. Once a year, the professional cycling peloton rides here in the Liège-Bastogne-Liège bike race. Not much happens after. In the vast forest there's a weathered example of the official red Belgian post box. It does not see much action. But it's ideal to be featured in a great Jeep story. The new Jeep Compass may well be a luxury 4x4, but most importantly it's a real Jeep.



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