

Ram Truck Brand Teams Up with Six Big Game Advertisers to Launch '#RamWillTowThat' Live Social Media Campaign During Game Broadcast

- Ram Truck brand teams up with M&M'S®, Pringles, Avocados From Mexico, Amazon, Persil® ProClean® and DEVOUR for live interactive social media collaboration
- #RamWillTowThat social media initiative showcases new 2019 Ram Heavy Duty Truck best-in-class towing capability

February 4, 2019, Auburn Hills, Mich. - The Ram Truck brand teamed up with six big game advertisers during the broadcast, including M&M'S®, Pringles, Amazon, Avocados From Mexico, Devour and Persil® ProClean®, to launch "#RamWillTowThat," a live and interactive social media collaboration taking place on the [Ram Brand's Twitter page](#).

"'Ram Will Tow That' is a fun and unique in-the-moment campaign that capitalizes on the conversation and banter around our partner brands' TV spots without having to purchase our own spot in the game. It's a win-win for both brands," said Olivier Francois, Chief Marketing Officer, FCA. "They get extra exposure for their message and we draw attention to our key claim of best-in-class towing, a top factor for consideration for Heavy Duty truck buyers."

Designed to demonstrate the incredible best-in-class towing capability of the new 2019 Ram Heavy Duty truck, after each brand aired their advertisement during the big game, Ram Truck @mentioned each brand with a light-hearted video response on Twitter.

The Ram brand was quick to flex its muscles (and comedic chops) to let the big advertisers know the new Ram Heavy Duty truck lineup can help tow the products featured in their commercials. Those included [New M&M'S Chocolate Bars](#), [humongous Pringles Spicy Nacho Stack](#), [one massive Amazon cardboard box](#), [an enormous bowl of delicious guacamole from Avocados From Mexico](#), [a colossal container of Persil® ProClean® laundry detergent](#), and [a gigantic bowl of Devour Macaroni and Cheese with bacon](#).

"M&M'S is always looking for spontaneous and innovative ways to engage with fans around the Super Bowl. This social collaboration with Ram Trucks is a fun way to bring together our two iconic brands and passionate communities at a time when social conversation and brand communication is at its peak," said Allison Miazga-Bedrick, M&M'S Brand Director.

"Pringles was excited to engage with Ram on social media during the game, as we know second-screen viewing is popular during major TV moments," said AnneMarie Suarez-Davis, vice president of marketing for Pringles. "Ram towing 35,100 lbs. of Pringles would certainly create the world's biggest Spicy Nacho Flavor Stack. And sadly, our smart device will never know the joy of tasting it."

"This is a very exciting time for our brand and we are thrilled to have teamed up with the Ram brand to bring to the social media audience a live joint activation. For four consecutive years, Avocados From Mexico has been among the top most engaging brands in the enormous Big Game's social conversation, according to multiple analytics sources, including Salesforce," said Ivonne Kinser, Head of Digital. "I think that a key ingredient of our social success are these type of collaborations with brands that are as fun as ours, and that are managed by people that are as passionate about their products as we are about ours. At some point during our live interaction, the first-in-class Ram Heavy Duty truck towed what maybe any party-goer's dream: a gigantic bowl of delicious and healthy guac made with always in season Avocados From Mexico."

"We are excited to partner with a brand like Ram," said Katerina Moragianis, Marketing Director of Persil Laundry Detergent. "Our shared commitment to high performance and getting the job done made this a natural fit."

“DEVOUR was excited to find the perfect partner in Ram, another bold brand with an unapologetic point of view,” said Katy Marshall, who leads DEVOUR. “We’re thrilled to participate in this unique Game Day activation.”

The Ram Truck brand’s “#RamWillTowThat” campaign was created in partnership with Highdive.

About Ram Truck Brand

In 2009, the Ram Truck brand launched as a stand-alone division, focused on meeting the demands of truck buyers and delivering benchmark-quality vehicles.

That focus leads Ram to design the industry’s most innovative, award-winning trucks, emphasizing durability, strength, technology and efficiency.

With a full lineup of trucks, including ProMaster and ProMaster City vans, the Ram brand builds trucks that get the hard work done and families where they need to go. From the no-compromise Ram 1500 that defines the future of pickup trucks with innovative design, the highest quality materials and class-exclusive technology, to the Ram Heavy Duty which combines the ability to out-power, out-tow and out-haul every single competitor with the segment’s most comfortable ride and handling, Ram is committed to product leadership.

Ram continues to outperform the competition and sets the benchmarks for:

- Most powerful: 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Highest towing capacity: 35,100 lbs. with Ram 3500
- Heaviest payloads: 7,680 lbs. with Ram 3500
- Most luxurious: Ram Limited with real wood, real leather and 12-inch Uconnect touchscreen
- Best ride and handling with exclusive link coil rear and auto-level air suspensions
- Most interior space with Ram Mega Cab
- Most capable full-size off-road pickup – Ram Power Wagon
- Most-awarded light-duty truck in America
- Highest owner loyalty of any half-ton pickup
- Over the last 30 years, Ram has the highest percentage of pickups still on the road

Giving maximum effort all day, every day with confidence, the Ram Truck lineup steps forward with the full force of modern capability providing confidence-inspiring features and class-exclusive vehicle safety.

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