



**FACE
THE
EARTH!**

CHANGE

We're inspired by what INEOS Grenadier already stands for.

Built for More is a commitment to the real world - to real demands, real work, real conditions.

Today, that truth is strongest inside the category.

This deck explores how Grenadier's purpose can move beyond a niche, and become a cultural idea with global relevance - without losing what makes it credible.

The global off-road arena is now crowded and familiar. Tough, adventure-ready 4x4s with heritage-inspired design have become the norm rather than a differentiator.

Stories built around “legendary capability,” “go-anywhere freedom,” and “revived icons” increasingly overlap across the category.

These narratives are now table stakes - the baseline from which Grenadier can move beyond product credibility and open its next, more distinctive chapter.

Heritage, Revival

Already core to Defender, G-Class, Bronco; brands continuously revive iconic shapes, names, and narratives to claim authenticity through the past.

Rugged Capability

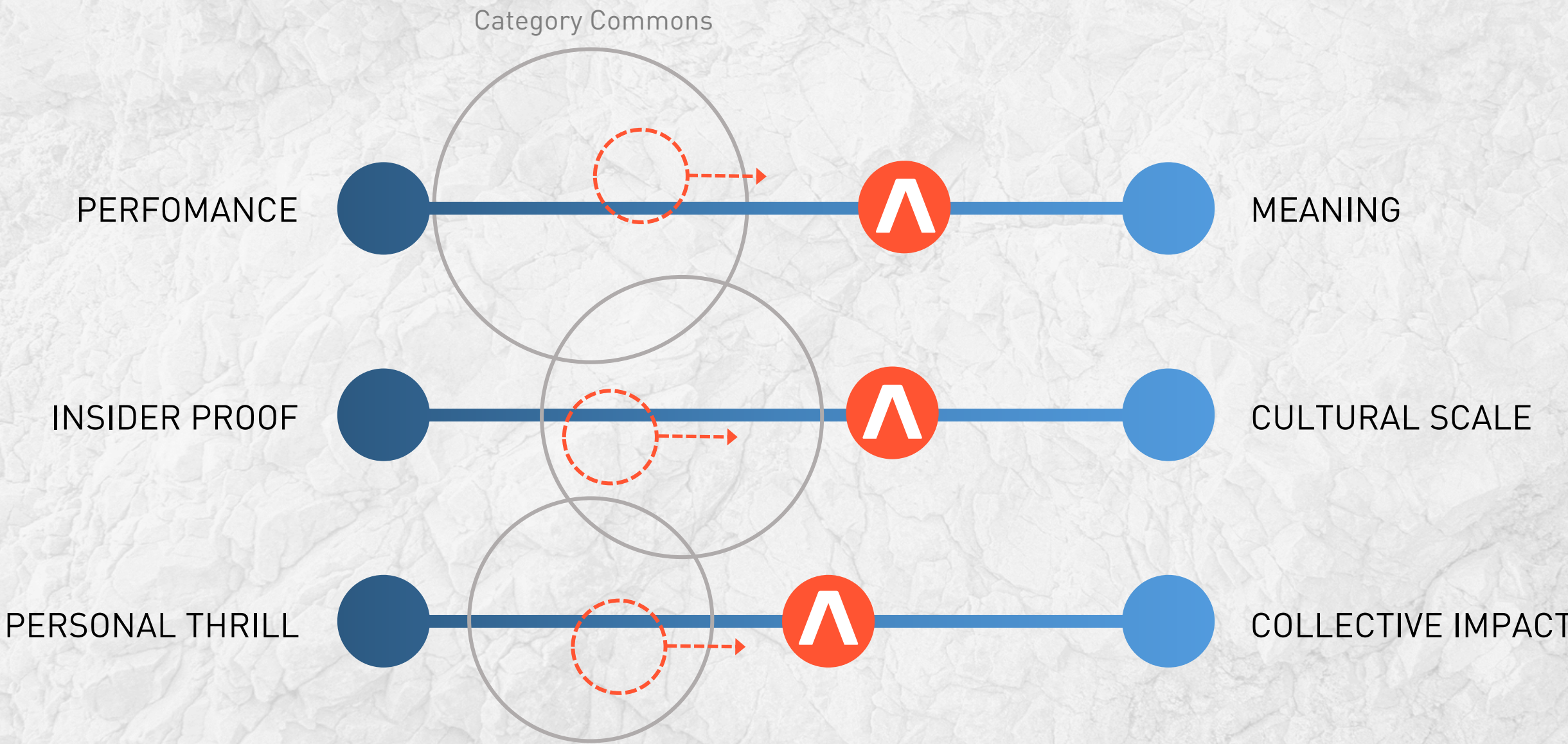
Capability-first storytelling dominates the category: lockers, axles, angles, endurance, “proof over purpose”. Used heavily across Land Cruiser, Wrangler, Grenadier itself.

Adventure, Lifestyle

The go-to emotional layer for modern 4x4s. Freedom, escape, and exploration packaged as lifestyle. Seen across Jeep, Subaru, Ford, and premium off-road trims.

A RACE OF CAPABILITY EXPLAINS HOW GREAT
EVERYTHING **WORKS**, BUT NOT WHY IT **MATTERS**.

THE CULT OF AUTHENTICITY PROTECTS
CREDIBILITY - AND BLOCKS SCALE.



The category's visual language has collapsed into a single "epic-weekender" template.
The way out?

- Break the desert monoculture
Show biomes rivals ignore (glaciers, wetlands, inner-city wilds).
- Shift from 'look at my ride' to 'look what we discovered'
POV shots, data overlays, citizen-science visuals.
- Tone down the sunset glamour
Aim for discovery thrill, not a weekend ad.



SCENIC CLUTTER



**BUILT TO CHALLENGE THE CATEGORY
BUT BORN TO REACH BEYOND IT.**

**CREDIBILITY LIVES INSIDE THE CORE.
GROWTH DEMANDS A BROADER MEANING.**

**PURPOSE CAN'T STAY INSIDE THE CATEGORY.
IT HAS TO MEAN SOMETHING TO THE WORLD.**

WHO WE ARE

GREN^DIER
BUILT FOR MORE

WHAT WE DO

**SCOUT
THE
EARTH**

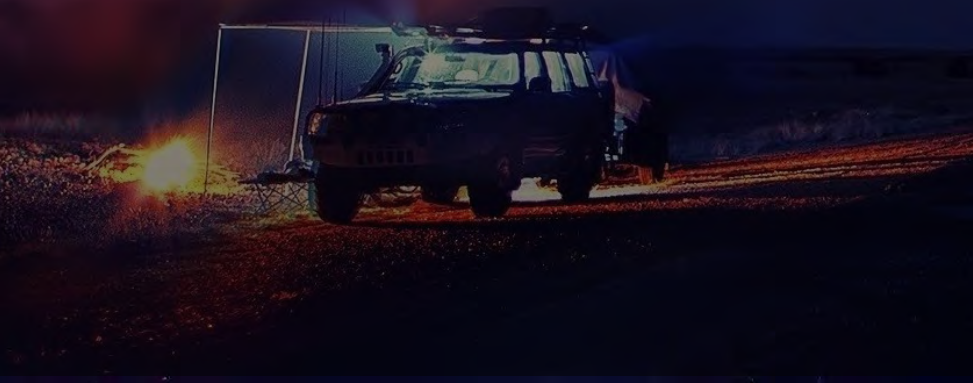


The
Change
Idea

**FACE
THE
EARTH!**



Rediscover the only world
that truly matters.
Take the wheel.
Chart the unseen.
Face the true world
that still shapes who we are,
into all we dare to be.
Face the Earth!



FACE THE EARTH!

While eyes drift to Mars, our own planet,
our own land still holds uncharted wonders.

You don't need a rocket for awe,
just the right vehicle and the will to go further.

Grenadier is built to engage with the tough world,
to reach what remains difficult, remote, and demanding.

Explore. Document. Contribute.
Turn every drive into a discovery mission
for the only world that truly matters.



MARS SUCKS!

FACE
THE
EARTH

WHAT “FACE THE EARTH” IDEA CAN DO

GRENADIER

- | **Instant Differentiation:** moves GRENADIER beyond generic “OFFROADERS” and claims the last untapped frontier - our own planet.
- | **Deeper Loyalty Loop:** drivers become explorers, storytellers, and guardians, not just “underdog travelers” - fueling continuous UGC and word-of-mouth.
- | **Partnership Magnet:** opens doors to NatGeo-style media, conservation NGOs, and outdoor-tech collaborations.
- | **Product Halo:** Positions Grenadier not just as a capable 4x4, but as a trusted tool for meaningful engagement with the real world.



**WE'RE NOT CONQUERING THE MARKET,
WE'RE OPENING THE PLANET EARTH,
IGNITING DEMAND THROUGH A MISSION
THAT NO OTHER BRAND OFFERS.**



**FACE
THE
EARTH**

we
transform
a car into
the

earthrover

A landscape photograph of a white salt flat under a blue sky with red mountains in the background. A small vehicle is visible on the horizon.

FACE
THE
EARTH

we
turn
drivers
into
earthtronauts

FACE
THE
EARTH

Product Re-framed: Every Grenadier rolls out not as just another off-road vehicle, but as a purpose-built **Earthrover** for engaging with the world as it is: raw, demanding, and unfinished.

Owner Status Shift: owners become **Earthstronauts**, part of the first generation charting, sharing, and safeguarding their home planet.

Glocal Fusion: starts in each hometown trail yet feeds a shared, global Earth Atlas - local drives power a worldwide discovery network.

A distinctive, instantly recognizable and emotional style that shifts focus from “my ride” to “my discovery.”

- | Real, other-worldly, mind-bending locations **wrap around** the Grenadier, turning the landscape into a **natural portal**.
- | Composition centers the vehicle inside each **terrain sculpture**, letting the **discovery** steal the gaze while making the role of the car instantly clear.
- | Visuals are be accompanied by latitude and longitude **coordinates** to spark interest and show that each scene is a **real place**.

FACE
THE
EARTH



GRENADIER
BUILT ON PURPOSE



43°14'01.1"N 24°53'07.6"E

NO AI USED

FACE
THE
EARTH



GRENADIER
BUILT ON PURPOSE

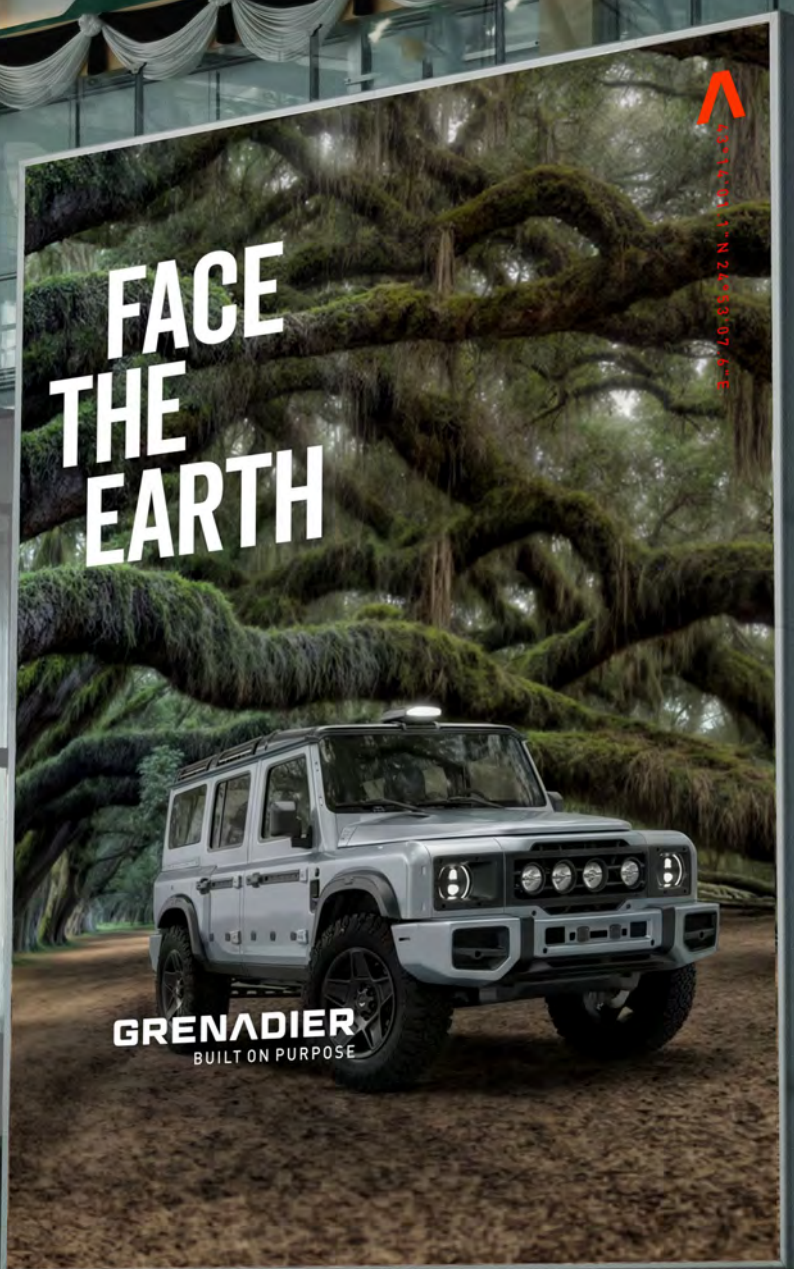


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NO AI USED



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POTENTIAL

Every scene is an actual location, jaw-dropping spot from around the globe identified by its exact coordinates.

Infinitely Campaignable: one creative code, countless executions across film, OOH, social, showroom.

Built-in UGC Engine: owners can tag their own “Earth finds,” feeding a continuously expanding gallery.

Local Pride + Global Reach: highlights hometown beauty while proving INEOS world-class ambition.



NO AI USED

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THE
EARTH



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www.grenadier.co.uk

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43°14'01.1"N 24°53'07.6"E

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BUILT ON PURPOSE

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FACE THE EARTH

GRENADIER
BUILT ON PURPOSE

43°14'01.1"N 24°53'07.6"E



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FACE THE EARTH



GRENADIER
BUILT ON PURPOSE

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FACE
THE
EARTH



GRENADIER
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LAND ROVER
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GRENADIER
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LET'S DISCUSS

CHANGE

CHANGE

THE
CHANGE
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CREATIVITY AND VISION.

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