

NISSAN XTERRA

WORSHIP THE WILDERNESS

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For those who are drawn to outdoor adventure, it's more than just a hobby—it's a **way of life**. They follow the call of the wild with an unwavering loyalty, unshaken by the ordinary world. The Xterra taps into that relentless drive, embodying a **devotion to exploration**. Whether reigniting a long-held passion or sparking a new one, it's the vehicle for those who devoted to adventure, always ready to go wherever the pull takes them.



TAGLINE:

WORSHIP THE WILDERNESS



To the trailblazers and explorers,

Calling you back to worshipping dirt trails, mountain passes, and nights under the stars. Back to worshipping the pull of the river, the stillness of the forest, and the thrill of the unknown. We know each other, those of us who revere the wilderness. This is the only life for us. Bound by our devotion to the wild, we live for the call of the next adventure.

The Xterra is here, ready for your next journey.

Xterra. Worship the Wilderness.

TV LAUNCH

TITLE: Come Home

0:30

SFX: NONE

MUSIC: Upbeat music plays throughout

OPEN ON- Person sitting on the couch and hears the familiar sound of an engine of a car, they go outside and see an Xterra and begin running after it

CUT TO- Camera pans to an Xterra driving on a swampy road with water and mud splashing up as it passes a sign that says “Everglades National Park” as the person from the couch is running after it

CUT TO- More people running after the Xterra- still muddy from the everglades, on the highway

CUT TO- The Xterra driving through a rocky forest with the people still running behind it and passes a sign that says “Acadia National Park”, more people flanking in from the sides



TV LAUNCH CONT.

CUT TO- Hikers turning and seeing the Xterra and running towards it, joining the group of people following the car



CUT TO- The Xterra driving past a Yosemite National Park sign with a bunch of people behind it



CUT TO- The Xterra pulls up to a rock in Yosemite overlooking the large amount of people

CUT TO- A woman in the crowd looking up in amazement



VO: When the call comes, there's no choice but to answer

CUT TO- the other people in the crowd look up to the Xterra



SCRIPT: We're finally back

FADE TO LOGO

TAGLINE: Worship the Wilderness

SOCIAL POSTS

 nissan

ANSWER THE CALL OF RETURN



WORSHIP THE WILDERNESS

13.6K 137 560

nissan Rediscover the thrill of the journey—adventure is back, and it's calling your name.

#AdventureAwaits #WorshipTheWilderness

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DEVOTED TO THE WILD



WORSHIP THE WILDERNESS

13.6K 137 560

nissan For those who never left the wild behind—your loyalty is about to be rewarded.

#AdventureAwaits #WorshipTheWilderness

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NATURE IS CALLING.



WORSHIP THE WILDERNESS

13.6K 137 560

nissan The call of the wild is back, and it's louder than ever. Time to gear up and get lost... in the best way possible.

#AdventureAwaits #WorshipTheWilderness

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THE CULT CLASSIC IS BACK.



WORSHIP THE WILDERNESS

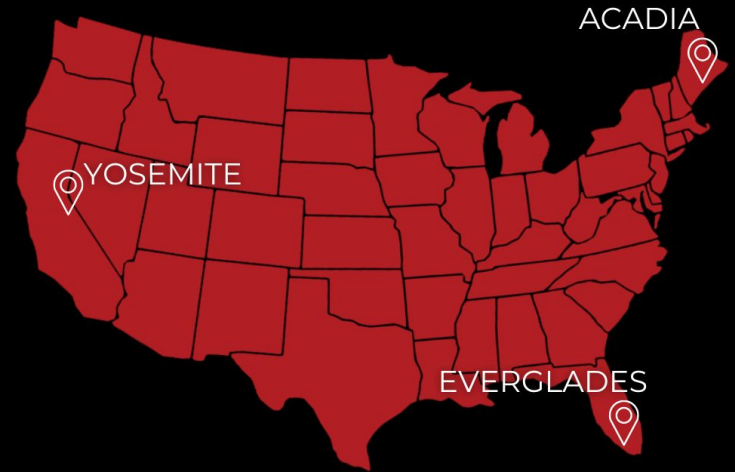
13.6K 137 560

nissan For those who live to roam, your ride is back. The legend returns, ready to carve new paths and bring old memories rushing back. This isn't just a comeback; it's a call to the wild

#AdventureAwaits #WorshipTheWilderness

NATIONAL PARK TOUR 2024

- **Canoeing in the Everglades**
- **Sunset Hike in Acadia National Park**
- **Camping in Yosemite National Park**
- Goal is to unite Xterra users around adventures, they can choose which of the experiences they want to go to.
- The experiences will feature opportunities to drive the Xterra through the parks to show its capabilities
- With our partnership with Kodak, participants will be given a digital camera to take pictures
- The pictures will then be compiled at the end of all 3 experiences for promotional content like commercials, social posts, etc.



NISSAN X KODAK

CONCEPT:

Nissan and Kodak team up to create a unique, immersive experience at national parks across the country. Kodak has a digital camera that is made for adventure that would be perfect for the experiences. Because the camera will take you as far as you want to go and the xterra will take you as far as you want to go. The Kodak PIXPRO WPZ2 Digital Camera is designed to be taken outside on an adventure featuring the ability to go under water.

KEY ELEMENTS:

- Stations at the 3 national parks (Yosemite, Acadia, Everglades).
- Pop-up experiences featuring the Nissan Xterra will be set up at various national parks, where visitors can borrow Exclusive Nissan Kodak digital cameras designed to be taken on adventures, to capture the experiences.
- Cameras provided to participants will be returned at the end of the experience
- Chris Burkard will be at all 3 experiences to teach participants how to take phenomenal outdoor shots.
- then pictures will be sent back to the participants. Kodak and Nissan can then use these pictures to post on their social medias and for other promotional purposes
- Participants can then upload the pictures to social media with the **#XterraKodakAdventure** for a chance to win a custom red and black Nissan Xterra or a list of other prizes

Prizes:

- 1st Place- Custom Nissan Xterra
- 2nd Place- KODAK PIXPRO WPZ2 Digital Camera
- 3rd Place- Free pass to a national park of winner's choosing for a year



NISSAN X CHRIS BURKARD

Photographer and filmmaker known for his mountain and landscape shots and lifestyle and travel photography.

- Accompany Nissan to all three National Park pop-ups
- Hold photography workshops
- Aid guests in capturing their experiences



SOCIAL POSTS

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JOIN US.

MAY 16, 2025
📍 EVERGLADES NATIONAL PARK

13.6K 137 560

nissan Join us. The Everglades are calling. Come see the power of the all-new Xterra and the power of the Kodak PIXPRO WPZ2 Digital Camera with outdoor photographer Chris Burkard.
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 nissan



JOIN US.

MAY 23, 2025
📍 ACADIA NATIONAL PARK

13.6K 137 560

nissan Join us. Acadia National Park is calling. Come see the power of the all-new Xterra and the power of the Kodak PIXPRO WPZ2 Digital Camera with outdoor photographer, Chris Burkard.
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 nissan



JOIN US.

MAY 30, 2025
📍 YOSEMITE NATIONAL PARK

13.6K 137 560

nissan Join us. Yosemite National Park is calling. Come see the power of the all-new Xterra and the power of the Kodak PIXPRO WPZ2 Digital Camera with outdoor photographer, Chris Burkard.
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**STICKER
CAMPAIGN**

THANK YOU

QUESTIONS?

