



## Ford – Go Further



### About Ford

Ford is an American multinational automobile manufacturer and produces a range of automobiles and commercial vehicles under the Ford brand. Ford has brought only one variant of the Mustang to India, and that will be the 5-litre V8 petrol engine coupled to a six-speed automatic transmission. To celebrate this launch in India, Ford came up with innovative marketing campaigns across different medium like OOH, TVC, radio and print ads.

### Objective

How to connect with the niche audience of the country? How to portray the Ford's legacy and deliver its brand image- "vibrant, forward looking and connected to people"? The idea behind the campaign was to up the brand's quotient among its target audience by wooing them with breath-taking innovative campaigns and personify a luxury image which revolves around niche audience.

### Challenge

The challenge was to reinforce the brand along with its royal imagery, so we suggested quite premium location to create a lasting impact.

### Strategy

In order to break the clutter of Ads, Ford wanted to make an impactful launch for their new model Mustang in an innovative way. A multi-media campaign, which is already making a lot of noise on television and digital media, demanded a good outdoor marketing outreach to establish the brand's imagery very strongly among its target group. The objective of the campaign executed by the TIMDA was to up the brand's quotient among its target audience by wooing them with breath-taking campaign. Ford launched its Mustang model at the Airport on 13th July, 2016. Ford used Indoor medium at the Delhi airport for its campaign featuring fastback design and the special performance pack as standard equipment which includes a limited-slip sports differential and four driving modes, which are Normal, Sport+, Track and Wet. Ford goes for indoor campaign focusing on the capital of India, Delhi and leveraged the premium airport environment to position the brand. Outdoor media helps in targeting large segment of the population and gives a big brand feel to the consumers. The campaign at the terminal T3 of Delhi Airport is a part of its integrated effort to enhance its brand image. FORD has created a 360 degree experiential Zone for passengers with a 'RED CARPET' passenger entry, 'SOUND SHOWER' wherein they can overhear the Mustang crossing them, 'BLOWER' to give them a real time feel when a powerful car zooms by you, 'MOTION SENSOR TECHNOLOGY'.



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### Innovation Highlights

- Disruptive innovation
- 360 degree experimental zone
- A red carpet for passengers entry
- Motion sensor for interaction
- Sound shower
- Blower for real time feel of car
- An arrow on a video wall showing way to a pulsating experience

### Salient Response

Delhi airport witnesses lakhs of youth and Sec A+ audiences, which makes it an ideal spot to reach right target audience of the Ford. Delhi Airport is one of the busiest airports of the country with more than 48 million footfalls every year. Impressive location and 24 hour advertising made the campaign a successful venture. The campaign has fetched the attention of lakhs of visitors and passers-by to the campaign while the impact through media has been created by the premium nature of the media unit chosen; the differentiation was undoubtedly created by the strategy-backed planning used for the campaign. Not only an impactful response and high coverage; it gives a big brand feeling to the audience. OOH ads at airport gives 24 hours advertisement with long lasting powerful impact on audience helps in making a clutter free advertisement. This ad at Delhi airport brought the brand message and resulted in a successful campaign for Ford.