

OOH Case Study

Outdoor Advertising Association of America

Ford Division

Problem

How does an automaker grab the attention of a specific target audience for its auto market?

Solution

Craft an OOH campaign utilizing creative unique to that target audience to drive consumers to the products.

Background

Ford is always seeking innovative ways to break through all the intensive automotive advertising clutter and stand out from its competitors. In 2015, the concept of "By Design" was created, executed, and began to infiltrate the market in several ways. The "By Design" creative communicates that the Focus and Fusion vehicles are loaded with features and design elements that are superior to all the other vehicles in their classes, and emphasizes that everything was done with purpose and with the intention to maximize the driving experience.

Gord



Objective

- Increase brand favorability of Ford and its car platform
- · Generate awareness of the newest Fusion and Focus vehicles
- Maximize reach of the "By Design" campaign by allowing the message to undeniably and authentically speak to the US Hispanic market
- Create large impact, unique, eye-catching placements that allow for diverse creative expression
- Identify the busiest pockets of Hispanic traffic in New York, Miami and Los Angeles

Strategy

To maximize the impact, the team hired Latin American artists to create an out of home campaign that would bring to life the "By Design" concept through unique, relevant artwork.

The team's challenge was to find ways to execute the "By Design" concept in the out of home space within three priority markets: Los Angeles, Miami and New York. It decided to feature the unique artwork in Hispanic-dense neighborhoods and locations to maximize the exposure of the pieces.

The team selected two artist approaches, one painter from Peru and a group from Mexico, and worked with them to create unique pieces that would bring to life the "By Design" concept. In addition, it created extensions of these unique pieces of art to feature the Ford Focus and Fusion vehicles and promote their impeccable design quality.

Mural artwork was created for New York and Miami. The out of home plan included two large murals in New York, and one large mural in Miami; that would allow the Peruvian artist to paint a total of three, unique, one-of-a-kind pieces that featured Ford. All three of the murals were painted by Peruvian artist, Daniel Cortez Torres, whose work includes several elements of Hispanic culture such as musical instruments, the roles of women, bright colors and foliage. These elements were crucial in connecting with the Fusion audience. In addition, the murals were free-hand painted over the course of a week so that the community could

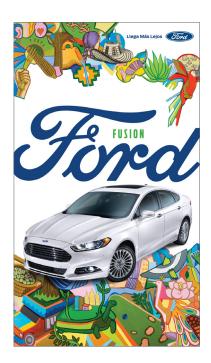
see the artwork come to life in a very authentic and unique way. This display of creativity and uniqueness resonated highly with the Focus audience.

In New York, two murals were created as the central points in the market. One of the murals was located in a busy intersection of an up-and-coming neighborhood, in and next to four subway entrances. The location was ideal, especially since the artwork fit seamlessly in an area that embraces all expressions of diversity and several forms of street art.

The second Brooklyn mural was located in a central neighborhood in the city across the street from Brooklyn College. The area was ideal for reaching the Focus target audience because of the proximity to the college, and the diverse makeup of the neighborhood.

In Miami, the international terminal of the Miami Airport was identified as the primary location for the mural artwork. The piece was also accompanied by a printed companion piece that featured the same elements of the artwork, and also featured the Fusion. The Miami Airport was a crucial location to feature these unique works of art during the busy holiday travel season.

In addition, printed and digital extensions of the original artworks were created featuring the "By Design" concept, highlighting the design elements of the cars and expanding reach in other out of home locations. The team was then able to identify additional out of home locations such as movie theaters, gas stations, malls and airports. The holiday timing of the campaign coincided with the busiest time of the year for these outdoor activities.



Additional extensions of these "By Design" pieces were also used as digital billboards in the market.

Given the difference in the makeup of Hispanics in Los Angeles, the team decided to develop an entirely separate campaign that included the use of Huichol artists. For years, this group of artists has specialized in creating unique sculptures and images by using miniature beads. Ford commissioned this group to develop a one-of-a-kind, large, unique piece.

The team identified the Stonewood Center Mall as the central location to feature this unique masterpiece. Not only was the artwork featured there, but it was able to wrap the surrounding space with vinyl that featured both the Ford Fusion and Focus vehicles. The unprecedented, unique Ford artwork was housed in a large 8 square foot frame, made with over 1.8 million miniature beads and took over 1,100 man hours to create.

To expand the presence of the artwork and to align with the high-traffic areas in the market during this time period, the team added a mix of cinemas, gas stations and mall dioramas across several high-Hispanic dense shopping malls in LA that also included the design as part of the digital billboard campaign in the market.

Finally, for the Huichol concept, the team was able to further extend the campaign with the creation of a YouTube video that showed the process of how this piece was created and how it aligned with the "By Design" concept. This long-form video was posted and promoted on both YouTube and Facebook. https://www.youtube.com/watch?v=dpN4ydo5jDU

Plan Details

Markets: Miami, New York, and Los Angeles Flight Dates: October 2015 - December 2016

OOH Formats Used: Murals, Wallscapes, Dioramas, Panels

Target Audience: Hispanic Adults 18+ residing in the top three markets for C/CD car segments

Results

Both Focus and Fusion nameplates showed increases in Consideration, Familiarity as well as Shopping Activity.

- 6-7% increases in Consideration for both nameplates
- 3% increase in Shopping Activity for Focus
- 5% increase in Familiarity for Fusion

Huichol video featured on Facebook and YouTube generated over 882K video views, 1,750 Shares, 10,467 Likes and 72K completed views