

## 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.

### 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



