

TESTIMONIAL Ford



Audience

Adults
Car Enthusiasts

Media Mix

Static Bulletins

Market

Detroit

Objective

These nostalgic celebrations of cars, music and simpler times draw hundreds of thousands of spectators, creating a unique opportunity to pump incredible horsepower into your advertising plans.

Rationale

Ford wanted to reach the millions of attendees at these events throughout Detroit. Showing off their amazing designs on out-of-the box ad campaigns would surely catch their attention.

Participants and spectators couldn't miss these spectacular billboard

Each summer Detroiters and car fanatics from around the world look forward to the many cruises held in and around the metro Detroit area. Ford wanted to wow the spectators and give their campaign life. They decided to add props right on the billboard that look like real spectators!

Participants and spectators couldn't miss these spectacular billboards which utilized 3D effects and extensions to bring to life the energy and power of the cars.