Ford Creative Brief

- Who is the target audience?
    - The target audience consists of older Gen Z, younger millennials ages 20 - 30 years old who are currently in college or have recently graduated. They live in the U.S. and rely heavily on mobile and digital spaces. They are also willing to pay more for sustainable products.
        - This audience is in a crucial position in their lives as they are beginning to make big “adult” purchases like cars.
        - Targeting them also helps Ford to steer away from their usual 55+ audience and begin creating a loyal customer base for the generations that are to come.
        - With their recent EV products, they have been looking to skew towards this generation so it would match their current marketing efforts.
- Where will this ad appear (i.e., OOH, online, print media, etc.)?
    - The ads will appear in OOH advertising and digital advertising (social media) to gain the attention of the younger generation and direct them to Ford’s website to learn more. This audience focuses on researching before going to the store and not getting saturated with a lot of technical information.
        - With OOH advertising being as effective as 80% for Gen Z and 74% for Millennials, this is a great way to market to them without losing their attention.
        - For those who do their research through social media apps like Instagram and TikTok before going to the dealership, targeting them with creative social media advertising will raise awareness about the new car Ford offers.
- What is the goal (i.e., increase awareness, sell product, improve image)?
    - Increase awareness among college students/younger adults regarding Ford’s new compact EV car.
    - Position “The Ford Electron” as an affordable and reliable option for a first car, with the added benefit of reducing carbon footprint
    - Increase Ford car sales after the launch of “The Ford Electron” on June 5.

- What is the current perception of the brand vs. the desired perception of this ad?
    - Ford is seen as the “most American brand” across different income groups, including those who earn less than $50,000 a year, representing this campaign’s target audience.
    - Ford is one of the most purchased brands by Gen Z (11.86% of ownership) and Millennials (10.86% of ownership). What made them decide on a Ford car over other brands was how affordable they are.
    - Younger generations perceive Ford as an affordable brand that is designed for older generations.

    - The desired perception is that Ford offers good quality, affordable, and elevated prototypes that match the necessities of any younger adult to become their first car.
- Why do we need this ad?
    - With so many new EVs coming out, it is crucial that Ford's take on electric vehicles captures the attention of its target audience so they consider the Ford Electron or any Ford EV when making their first car purchase.
    - With younger generations perceiving Ford as a car brand for "older" generations, the ad will make the brand look more appealing to them.

TAGLINE
"Driving Big Milestones"

The tagline for this campaign is "Driving Big Milestones," which will be placed on wheatpaste posters in high-traffic areas and bus shelters surrounding college campuses in the U.S. The audience this campaign targets pays more attention to OOH because of the digital fatigue they feel when they open social media apps. They feel like billboards are authentic because they don't feel targeted and can be a creative way to promote the new Ford Electron. College campuses are surrounded by residential and commercial areas that the target audience transits, which makes them a perfect place to advertise to this group. By placing OOH ads in these areas, Ford can capture their attention in a non-digital environment, speak to them authentically, and integrate the message seamlessly into their day-to-day.

Strategy note: One main goal for this campaign is to increase awareness about the new Ford Electron amongst college students and younger adults who are ready to take the next step in their lives. The tagline "Driving Big Milestones" supports this goal by meeting this audience at the stage of life they are currently in: reaching their next big milestone when they buy their first car. It reinforces the concept of achieving that milestone with Ford, which makes the Ford Electron feel relevant to the audience's own plans. The wording was carefully chosen to focus on the idea of allowing the customer to think about the tangible action of driving their next big milestone, with the wordplay of using "driving" as an adjective that implies encouragement to achieve this with Ford.