



## Case Study:

Ford Motor Company: Bronco Sport

Year: 2022



This case study was prepared for the client Ford for the product Bronco Sport to bring awareness and consideration to this brand-new vehicle to the Hispanic audience by featuring three Latinas who tell their unique stories. It was developed and designed by Zubi. In the Media Connections & Content Strategy category, it won silver.

## **Executive Summary:**

As part of the re-release of the Bronco, Ford launched the smaller, adventurous Bronco Sport's Hispanic campaign from February to October 2021. Among Hispanics, the challenge was to bring awareness and consideration of this brand-new vehicle to the Hispanic Challenge Seeker audience. They are always looking for satisfaction in their lives, are determined and persistent, and lead an active life. They are highly social and express their personalities through their possessions, including their vehicles.

Through a partnership with TripAdvisor, Ford was able to identify three Latina Challenge Seekers to introduce the Bronco Sport and establish it as the owner of the outdoors. This first-to-market, custom execution included three long-form videos, digital and social promotion throughout TripAdvisor's ecosystem as well as Ford Latino social channels including Facebook, Instagram and Pinterest.

All videos housed in a custom hub microsite, the content highlighted several features of the vehicle, allowed for a deep opportunity to feature these three Latinas and tell their unique stories, and showcased how clearly the Bronco Sport brought value to their work and life. The TripAdvisor and Ford co-branded video series far exceeded expectations, accomplishing a 15% lift in awareness and 21% lift in consideration.

## **Definition of your challenge:**

While the Bronco name certainly does not have an awareness issue, with the re-release of its iconic vehicle, Ford also released the all-new Bronco Sport to add to the Bronco family. This vehicle was designed as a smaller Bronco to align with the outdoor and adventure crowd who requires a vehicle that fits with their lifestyle. Set to launch in February 2021, the Hispanic Bronco Sport Launch campaign had the distinct obstacle of creating awareness among a very specific audience, the Hispanic Challenge Seekers, who skew female and are known for their love of outdoors, adventure and trying new things.

As a result, this campaign set to accomplish three very specific objectives: introduce the Bronco Sport to Hispanic Challenge Seekers, establish the vehicles as the owner of the outdoors and compel Hispanic Challenge Seekers to experience the vehicle and increase consideration. Knowing the audience is open to trying new things, we wanted to connect with them by partnering with a non-typical Hispanic media channel that would be able to create a different execution for the Hispanic Challenge Seekers in an environment uncluttered by the top Bronco Sport competitors, while featuring Latinas in roles where they are not typically showcased, tackling their next outdoor adventure.

## **The Key Insight & Strategy:**

The TripAdvisor and Ford custom video series program was built around the insight that the Hispanic Challenge Seekers are highly active on social media, are always looking for ways to try new things and rely on TripAdvisor for ways to connect with the outdoors.

In creating this video series, Ford was able to not only connect with these audiences but also engage with them in real measurable ways in an environment where they were already used to engaging. The videos aligned with the broader Bronco Sport campaign that was centered around Disconnecting to Connect. This messaging pillar positioned the vehicle as the only SUV that can provide everything the target needs to reconnect with the outdoors, thus establishing the Bronco Sport as a real and credible adventure vehicle.

## Execution:

As one of the most trusted platforms and sites that Hispanic Challenge Seekers use to find rare and exciting outdoor adventure content, TripAdvisor was able to provide three Latina influencers within their platform to partner with Ford and drive compelling awareness of the all-new Bronco Sport by showcasing the vehicle and how they use it in their daily outdoor lives. The content, all produced in English, would run for four months (July through October 2021) and live on TripAdvisor's custom hub. TripAdvisor and Ford both had promo assets that would drive users to the hub to view the long-form videos and this included several social ads on both TripAdvisor's and Ford Latino channels.

The ecosystem worked to also seed the content out to the Hispanic Challenge Seekers by running short-form videos across the TripAdvisor network. Throughout the four months, optimizations were made with each individual traffic driving assets based on the strongest traffic driver to the custom hub.



## Results:

Given the campaign objectives of driving awareness and consideration, the brand lift study was the principal method of measuring success of this campaign. The lift study showed that there was a 7% lift across all traffic-driving creative assets for awareness and a 15% lift for the custom hub. It yielded a 21% lift in consideration, driven by two of the three videos. However, because all assets were meant to drive traffic to the TripAdvisor Custom Hub, the ongoing KPI used for optimization throughout the campaign was aligned with ensuring high clicks and all TripAdvisor assets met the benchmarks.

The biggest benefit to the brand was all the social conversations and engagement this campaign received as a result of the promotion on Facebook, Instagram and Pinterest.

**Industry Impact:**

The biggest learning from this case would be the importance of creating exclusive content for the Hispanic audience and specific videos that not only show strong, successful Latinas in the content but also connect with the target in a way that can only resonate through their cultural insights. This work is definitely a proof-point that the unique content and connection with the Hispanic target will result in high performance metrics and contribute to the overall benefit of brands, especially when compared to adapted assets. Ultimately, the videos and the use of Latinas made a significant impact on the audiences that were exposed to this content.