



Case Study:

Ford Motor Company: F-150

Year: 2022



This case study was prepared for the client Ford for the product F-150 to engage Aspiring Hispanic Bold Guardians by utilizing their unique partnership with Xbox to attract AHGB and introduce them to the newest F-150. It was developed and designed by Zubi. In the Media Connections & Content Strategy category, it won bronze.

Executive Summary:

When evaluating where the Ford F-150 was losing customers to their top competitors, Aspiring Hispanic Bold Guardians (AHBGs) were at the top of the list. AHBGs are younger, less affluent, bilingual and bicultural Hispanic men. To make strides against this audience, it became critical to develop a media strategy within the Hispanic F-150 launch plan to connect with them in a deep and meaningful way. The media solution was unlike a stereotypical or typical truck plan, or sponsorship like sports or music, and aligned with an emerging platform that in the past had been challenging to break through via advertising: gaming consoles.

Taking advantage of a unique partnership only available to Ford, Xbox created a custom, first-to-market for Hispanic opportunity that leveraged the popular game, Madden, to entice the AHBG target to engage with Ford and introduce them to the newest F-150. The custom program with Xbox created a unique connection with the AHBG target and provided a forum for deep engagement and exploration of the new F-150 and all its features. The campaign exceeded all expectations by connecting with the target in an unexpected way, allowing them to engage with the Ford F-150 on their terms.

Definition of your challenge:

Since 2014, Ford F-150 has been losing its leadership position among Hispanics but, principally with the younger, less affluent F-150 target, the Hispanic Aspiring Bold Guardians. This critical sub-audience for the Full-Size Pickup Segment is mostly male, bilingual and bicultural Hispanics who are defined as restless goal seekers, risk takers and strivers. For the 2021 F-150 Launch campaign, the primary objective of this campaign was to find creative, unique ways to identify and connect with the Aspiring Bold Guardians in an environment where they spend time and are fully engaged with content that is aligned with their consumption habits.

However, this elusive audience made it challenging to connect with them as much of their media consumption lies in non-traditional environments. Doing so required taking a different approach that not only connected with the AHBG audience, but also differentiated Ford in a unique way from its competitors. The objectives were media KPIs: CTR, Average time spent, as well as video metrics to gain insights on what assets resonated best with this target audience.

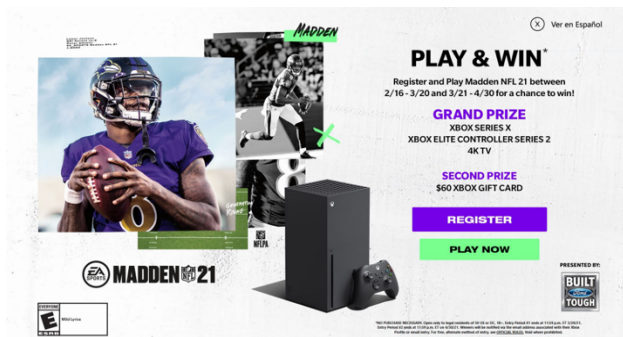
The Key Insight & Strategy:

The F-150 creative campaign, *Grandeza*, appeals to the resilient, can-do problem-solving qualities of these Hispanic Bold Guardians by demonstrating how the new F-150 is as adaptable as they are and how this vehicle with toughness in its DNA can enhance your driving experience. At its core, the Xbox idea came about by diving into the audience insights for this niche Hispanic audience who not only consumes media differently than their older counterparts, but also interact with media differently. The audience data showed that the Aspiring Bold Guardians spend several hours a week on Gaming and specifically on Gaming Consoles versus their older counterparts who mostly interact with gaming through mobile phones and apps. As a result, partnering with Xbox became a critical part of the plan to uniquely connect with the Aspiring Bold Guardian audience, deliver the *Grandeza* campaign messaging in their environment, and present Ford and the F-150 in a highly engaging way.

Execution:

Utilizing the only ad unit available within the Xbox console, Ford and Xbox partnered to create a first-to-market for Hispanic Custom Landing Experience reaching over 5M Hispanic Men 18-34. The experience was not only centered around the gaming passion point for this audience but also their love of American football and NFL. Ford was able to leverage the national NFL sponsorship which unlocked access to the Madden game within Xbox. The custom co-branded banner ad on the console featured the Madden game and incentivized audiences by promoting a sweepstakes. The

sweepstakes prizes, also tied to the target audience’s gaming behavior, included a 4K TV, the Xbox Elite Controller and an Xbox Series X. The custom landing experience would encourage bilingual users to click on a banner on the home screen and then take them to the main page of the experience, set to the language that they have on their Xbox Console. From there, they could either toggle to another language, view a custom Gallery of images and videos, enter to win prizes, click through to the Ford F-150 website, all without ever having to close their Xbox experience. Once on the landing page, Aspiring Bold Guardians were able to interact fully with the F-150, toggle between languages, view branded videos and photos of the vehicle, as well as click through to the F-150 site.



Results:

At the end of the three-month campaign, the Xbox Custom Landing Experience delivered strong metrics including above benchmark average time spent and high video completions. Over the course of the program, time spent increased month over month finishing at 2x higher than the first month proving that the target audience was highly interested in the F-150 and leaning in to learn more. This was also evident by the video consumption metrics that improved over time and surpassed benchmarks by over 1% in Spanish and over 12% in English. Ultimately this benefitted Ford by demonstrating that this audience is not only reachable, but also willing to engage with their products as long as the connection is made in an environment where they are comfortable and already spending time.

Industry Impact:

The custom execution with Xbox proved to be a unique opportunity to connect with a very niche audience and generate strong results in an environment that isn’t flooded with ads. Having the experience available in both languages made it very much aligned with what we know about this younger Hispanic audience and their ability to toggle between languages. This program also highlights the need to generate content that is specific to Hispanic audiences and that resonates with them in unique ways.