



# BOLD MOVES

## Overview

- Extensive national print and digital coverage was driven by *The New York Times*, *Associated Press*, *Reuters* and *Bloomberg News* in the one-week window between the April 26 dealer preview and the May 2 employee/media event in Dearborn. The AP story alone was picked up in more than 100 markets.
- Television coverage by CNBC, CNN and feeds by CBS and Fox network affiliates reached an estimated audience of more than 34 million viewers. Reports aired in at least 75 local and regional markets.
- Kelly Clarkson's personal appearances attracted more than 30 media, primarily from the entertainment industry. Major stories aired on *Access Hollywood*, *Extra and Entertainment Tonight*, *TV Guide Channel* and *MTV News*.
- Broadcast Coverage To Date (calculated by Bacon's Multivision) stands at 277 Local, National and Cable Hits totaling an estimated 34.5 million impressions.
- Print Coverage to Date includes 136 Stories on Google News with Keywords Ford and Bold Moves and Clarkson.
- Internet Traffic exceeds 125,000 Hits on Google with Keywords Ford and Bold Moves and Clarkson.

## Verbatims

**“Ford's bold move: Its own reality TV show,”** by Bryce Hoffman, *The Detroit News*

- The “Bold Moves” campaign represents one of the most ambitious marketing efforts by the automaker in recent years.
- Ford told dealers the new campaign is aimed at millions of Americans it has identified as potential customers through extensive focus groups. The target customers cut across demographic lines but share a belief in hard work, family, patriotism and enjoying an adventurous life.

**“Ford takes its story to customers,”** by Bryce Hoffman, *The Detroit News*

- Judging by the applause that came after each new commercial and promotional video, employees liked what they heard – particularly when it came to the new Ford anthem, “Go,” by Kelly Clarkson.

- Shawn Brozovich, who works in product concern resolution, said the song hit just the right note. “It's what I feel,” he said.
- Ford employees also viewed samples of the company's new television ad campaign, which features regular people living life to the fullest and telling viewers that there is a car company for people like that.
- “It’s very impressive,” engineer Jim Kramer said. “It shows the rebirth of Ford.”

**“Kelly Clarkson airs new song in commercial, will play more on tour,”** *MTV-News*

- American Idol viewers have grown accustomed to seeing the show's hopefuls in commercials for Ford, which is one of its sponsors. But they may have been surprised during Tuesday’s episode when the requisite commercial featured a brand-new song from Kelly Clarkson instead.
- “It's all about empowerment – taking that initiative and just doing what your dreams are,” Clarkson said Tuesday. “It's a fun song. It fits perfectly with the commercial. I like the whole [empowerment] theme because it's kind of like my life.”

**“Ford's new marketing drive promotes boldness,”** *The Detroit Free Press*

- Bold Moves is...in line with its renewed public commitment to bold, American design in its American Innovation campaign, which Ford says will continue.
- “Ford is playing offense again and we're playing to win,” said Cisco Codina, group vice president for North American marketing, sales and service.

**“Ford launches 'do-or-die' ad strategy,”** by Tom Krisher, *The Associated Press*

- Ford Motor Co. is unveiling what the No. 2 U.S. automaker says is a do-or-die marketing strategy during one of America's most-watched television shows in an effort to show consumers that it has been reinvented.
- The strategy targets values, attitudes and emotion rather than age and other demographics, and it features conventional media as well as the Internet.
- It also links Ford’s regional and local advertising to its national campaign with one theme.

**“Ford may produce its own reality TV show,”** by Jeremy Peters, *The New York Times*

- Project Runway, meet Monster Garage. That is the gist of a concept executives at the Ford Motor Company are tossing around for a new reality show.
- While corporate sponsorships of reality shows are nothing new – Ford has been a prominent sponsor of *American Idol* – the company is looking to produce the show itself in the hope of reconnecting with younger consumers who have drifted away to other brands like Honda and Toyota.

## **Other Key Metrics**

### **Online Media Information**

- The AOL, MSN, and Yahoo! portal homepage ads combined to deliver over 333 million impressions, with the unique reach ranging between 8.8 million to 30.7 million users at an average cost per unique user reached of \$0.02.
- These placements recorded 545,739 clicks at an overall Click Through Rate (CTR) of 0.1639% and Cost per Click of \$2.72. The AOL placement recorded the highest CTR of 0.2749%, and the Yahoo! placement had the lowest CPC of \$1.30.
- The MSN CTR of 0.0356% was the lowest of the day, and this is mainly attributable to how the creative execution was developed, giving the user the ability to initiate multiple actions before actually clicking through to the FordVehicles (FV) site.

### **FordVehicles Traffic**

- Visits to FordVehicles overall at 539,557, increased by 234% compared to the previous Thursday (04/27). This increase normally ranges between 10% and 100% during typical single portal ad placements.

### **Key Success Events**

- The following Success Events were directly attributable (based on DoubleClick Spotlight Tagging) to consumers who clicked on one of the Bold Moves portal homepage ads:
  - Brochure Requests - 356
  - FordVehicles sourced leads (for all nameplates) – 671
- The following Success Events represent a total of brochure and lead activity from 5/4, including those that were directly attributable to a consumer clicking on a Bold Move online ad:
  - Brochure Requests – Total online – 1,348 - Up 46% vs. Typical Day
  - Leads - FordVehicles sourced (for all nameplates) – 2,208 - Up 42% vs. Typical Day
  - Leads - Total (including 3rd party) – 6,384- Up 25% vs. Typical Day
- All FordVehicles Success Events showed increases, ranging between 22% and 117% over the previous Thursday, with the “Incentives Request” success event associated with the 117% increase.