

Ford impresses drivers

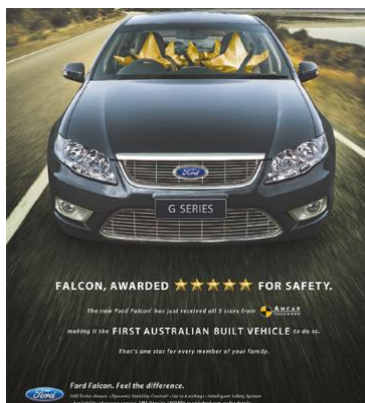
How newspapers helped shift consumer perceptions of the new Ford G Series

BRAND:	Ford G Series
CATEGORY:	Motoring
AGENCY:	MindShare
MEDIA:	Herald Sun, The Advertiser, The Courier-Mail, The Daily Telegraph, The Sunday Telegraph, The Sunday Times
TARGET AUDIENCE:	35-49 years old and likely to have kids, but also extremely busy
MARKETING OBJECTIVE:	To shift the perceptions of consumers who believed that the previous Ford G Series' model was lacking perceived relevance to them.

ROLE OF NEWSPAPERS

The agency and the publisher created a campaign that met Ford's needs – loud, proud and engaging. The execution consisted of page 2 and inside back spread in the Herald Sun, Daily Telegraph and Sunday Times, double page spread on pages 6&7 in The Courier-Mail and a newspaper wrap with double page spread on pages 8&9 in The Advertiser.

From a tiny space, to multiple ads on a page, to printing through the gutter, you can create almost any ad you want. And with millions of dollars being invested into newspaper printing plants, production capabilities are continually improving.



RESULTS

These were the results recorded from a *Herald Sun* online reader panel May 2008.

Recall

- 55% of respondents recall seeing the Ford G Series advertisement (unbranded) only five days after the launch.
- 61% of all men and 49% of all women recognised the Ford G Series ad

Unprompted Recall

- 43% of all men noticed the ad was for Ford G Series

Shifting consumer perceptions

- 9% of respondents who saw the Ford G Series ad claimed "My perception of Ford has changed and I would consider the Ford G Series before my next purchase".
- As a percentage of core readership this represents a shift in mindset for over 53,000 Victorians as a result of this execution.

Qualitative feedback

"Attracted attention because it covered three pages of the newspaper and was like a wrap around ad". Male, 58

"It was a different way to advertise a new Ford car range". Male, 44

"It was really eye-catching and made me pay attention to what the ad was about. I liked the way it continued across the 2 inside covers as well as into the extra page inside the back of the paper". Female, 57

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Source: NewsSpace News Ltd.