

## Ford SYNC

### Problem

How does a car company effectively promote an in-car entertainment system to a tech-savvy demographic?

### Solution

Create opportunities for potential consumers to interact with the product to build awareness and understanding.

### Background

Ford had just launched SYNC, a fully integrated, voice-activated in-car communication and entertainment system for the mobile phone. The product was targeted a notoriously elusive and media-savvy group, first-time car buyers.



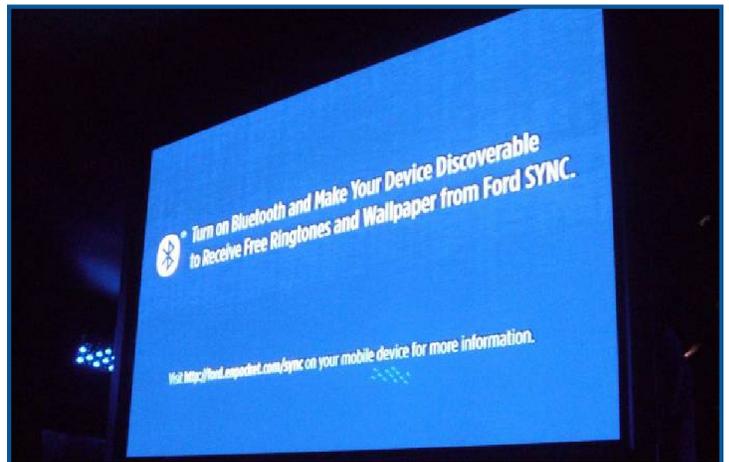
### Objective

Ford's communication objectives were to differentiate SYNC in a highly competitive category, drive awareness among younger first time car buyers and communicate the product's benefits in a nontraditional, relevant way. Along with the appeal of new technology, music was identified as a key touch point for this audience.

### Strategy

Ford's multi-platform approach had to reflect the innovative nature of the SYNC product. The key platform for the campaign was the sponsorship of the CMJ Music Marathon and Film Festival in NYC, the largest indie music festival in the U.S where selected bands play at various clubs throughout NYC and Brooklyn.

The campaign was promoted – with minimal budget and limited leadtime – via mobile Segways and Adwalkers. Both were highly innovative, tech-friendly, ambient media vehicles designed to engage people and provide them with interactive opportunities that could foster a dialogue at the event and beyond. The Ford SYNC brand was also prominently displayed throughout the performance venues via projections, plasma screens, bar media, and a Bluetooth Zone called the “Blue Room” where content was distributed.



### Plan Details

During the week of CMJ in October 2007:

- Five mobile Ford-branded Segways with brand ambassadors were deployed to travel between Washington Square Park, The Puck Building and Union Square in New York City, all high pedestrian traffic areas with a large convergence of university students.
- Brand Ambassadors distributed SYNC brochures and postcards highlighting the SMS competition and its festival ticket re

wards. The postcards also invited the students to enter a SMS sweepstakes for a free lease of a SYNC-ed Ford car.

- Four Adwalkers with interactive wearable screens displayed Ford-branded promotional images, text, video and audio and allowed data capture from areas around the venue Bowery Ballroom.
- The cellar room at the Bowery Ballroom was turned into the “Blue Room,” styled with blue theatrical lighting. The Ford SYNC brand was displayed throughout via projection, plasma screens, bar coasters and napkins. Patrons were prompted to activate their Bluetooth devices by a call-to-action on two plasma screens and a wall projection.



## Results

Outdoor communication channels, mobile technology and ambient media were effectively combined to promote the music event. Adwalkers, Segways and SMS mechanisms provided touch points that intrigued passersby and visitors, igniting their interest.

The campaign differentiated the Ford brand by generating a strong awareness of SYNC, delivering a product message in a unique and relevant way through mobile technology and extending a dialogue through SMS beyond the event.

The Segways were viewed by more than 48,000 people and distributed over 7,500 SYNC brochures and 8,000 postcards. The Adwalkers generated 33,750 impressions and engaged over 2,500 consumers. 2,875 festival attendees interacted with the Ford brand inside “Blue Room.” Over the five nights of CMJ, 24% of discovered phones downloaded Ford-branded content.

Client feedback for the campaign was exceedingly positive.