

CLIENT Ford
INDUSTRY Automotive
COUNTRY/REGION United Kingdom



Ford supercharges launch campaign with in-game ads



What gets your motor running? The smell of burning rubber on asphalt? When Ford launched the race-tuned, top-of-the-range Ford Fiesta ST, the brand had to reach all the guys that just answered “yes.” And away from the racetrack, what’s the one advertising channel that’s guaranteed to get the petrol-heads revved up? In-game ads. That’s why Ford teamed up with Massive to distribute ads through the most exciting racing games on its network.

REQUIREMENT Inject excitement into the Ford Fiesta ST brand

TARGET AUDIENCE Young male car enthusiasts

PRODUCTS USED Massive in-game ads

SOLUTION Ford and MindShare distributed ads through the most exciting racing games on its network

KEY RESULTS The campaign increased spontaneous ad recall by 67 percent, with 55 percent of respondents saying it left them with a more positive impression of Ford

MEDIA AGENCY MindShare Interaction

Client Objectives

- Create excitement around the launch of the Ford Fiesta ST
- Build brand awareness
- Reinforce the model’s core credentials—rally car inspired with best-in-class road holding

Creative Solution

Ford and media agency MindShare joined forces with Massive to get the message out about the Ford Fiesta ST. Together, they delivered ads for the car into a range of high-octane racing games on the Massive network.

So whether they were cruising through dark city streets in *Need for Speed Carbon* or screeching round hairpins in *Project Gotham Racing 4*, gamers got an injection of messaging from Ford.

And just to make sure the ads had enough torque, the team at Massive tuned each one to look as realistic as possible, increasing impact and maximising user acceptance—from the start line to the chequered flag.

Campaign Results

The ads had some serious horsepower under the hood. Research showed that the campaign:

- Reached the perfect audience—71 percent aged 16 to 34, 86 percent male, and 46 percent planning to buy a car in the next 12 month.
- Boosted spontaneous ad recall by 67 percent and aided ad recall by 33 percent
- Improved brand affinity—55 percent of people who saw the ads said they were left with a better opinion of Ford
- Created positive perceptions—58 percent of respondents said the ads increased their enjoyment of the game, and 69 percent said it made the game more realistic
- Increased agreement with the statement that the Ford Fiesta ST “Benefits from the manufacturer’s rally car experience” by 31 percent

“In-game advertising provides an exciting and creative medium in which to work. More and more of our clients are keen to include it as a part of their multichannel strategy.”

RICHARD DANCE, Account Director, MindShare Interaction

