

## Elk Grove Ford Campaign 2024

For this Ford campaign, I decided to start with some general keywords associated with the brand...

Keywords: Strong, Powerful, Tough, All Terrain, Trustworthy, Loyal, Integrity, All Weather, Off Road, Resilient, Variety, Affordability, Dependable, 1<sup>st</sup> class, historic, tradition, generational, fast, safe, precision, value, customization, leaders, pioneers, performance,

Based on the keywords generation, I felt the Ford brand and its history comes with a lot of values associated with the name over the years it's been around. Therefore, I felt the campaign concept should be one based on Values.

**Concept 1: Values** – The campaign should be focused on the Values associated by the Ford Brand. This has already been a focus of Ford as it has often utilized words like Strength, Toughness, and Power. But how about values less associated with the vehicle, and more associated with the brand itself. Words like loyalty, integrity, affordability, resilience, tradition, pioneers, dependability, etc.

### Taglines:

Drive with Integrity.

Symbolically Strong.

A Ford Ability

One Tough Mudder

Integrity that Moves You

Integrity that Moves with You

Loyalty in 4 Wheel Drive

**Concept 2: Amenities** – This campaign should be designed for the average Joe, the non-car enthusiast. Most adverts brag about horsepower, mph, etc. But the average person driving to the office Monday-Friday is not a car enthusiast, and let's face it, they are purchasing their vehicles for the bells and whistles. So, let's emphasize the extras, beyond the driving aspects.

**Taglines:**

What Can't This Brand Do?

Yeah, It Can Do That Too.

There's Much More to Us Than What's Under the Hood.

**Concept 3: A Feel-Good Brand** – People's brand loyalty can be the result of many different things, from dependability, to performance, to features and amenities. But for some people, their reasons for liking something can't be put into words. Sometimes, it just feels good. This campaign should celebrate Ford as a feel-good brand. It's not about the bells and whistles, but just that it feels comfortable and feels like home.

**Taglines:**

Because It Just Feels Good.

The Brand with a Can-Do Attitude.

Make Driving Your Favorite Pastime.

Make Driving Your Favorite Sport.

Go The Distance.

Home Is Not the Destination, It's the Journey.