

Trending: Ford innovates with social media advertising campaign

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Building on the groundbreaking social engagement program that launched the Ford Fiesta in the U.S. in 2009, Ford now plans to introduce its new 2014 Fiesta through an innovative ad campaign created entirely by consumers.

To tell the new car's story, Ford announced that it is seeking 100 social influencers, who – through a mix of paid media, social media and experiential events – will convey the unique personality and attributes of the new 2014 Ford Fiesta in an entirely different way. Ford made the announcement at the Social Media Week convention in New York.

“Fiesta was designed to reflect the individuality of the customer, so we feel the marketing efforts should give the reins to the people who will be driving it,” says Jim Farley, Ford Motor Company executive vice president of Global Marketing, Sales and Service and Lincoln. “We have a fuel-efficient, tech-savvy and stylish car that doesn't sacrifice on performance – it truly has its own personality. That personality will come through in the stories and experiences of real people.”

Ford will partner with nationally prominent television, entertainment and sports events including American Idol and X Games, legendary music festival Bonnaroo, and other media and entertainment hubs where agents will be at the center of the action.

Ford was the first automaker to truly introduce vehicles through social media and now, the evolution of the Fiesta Movement takes the use of social channels for reveal to an entirely new level. Building on the success of the initial launch, Ford will give the agents a new Fiesta, then step back and let them do what they do best: Entertain their followers. As a result, the voice of this exciting new car will come straight from the people – making this the Blue Oval's first completely user-generated campaign.