

WPPED CREAM 2008

MEDIA | HIGHLY COMMENDED | MINDSHARE AUSTRALIA
FORD | FISHING COMPETITION

INNOVATIVE MEDIA STRATEGY

FISH WHERE THE FISH ARE BITING. To drive consideration and intention to purchase, our strategy was to showcase Ford Ranger within a relevant environment. Although our audience of Proud Professionals differentiate themselves by the industry they operate in, they are united by their towing needs and versatility as well as their weekend time. Their love affair with fishing provided a common interest and relevant environment for us to occupy.

Our strategy was to embrace their love of fishing by integrating the Ranger brand within the Australian Fishing Championships. Using a reality based platform to demonstrate relevant features and product benefits without a salesman or without them having to leave their homes.

CREATIVE EXECUTION

- Integrated sponsorship of the Australian Fishing Championships (AFC), where three teams of anglers race against time to catch the biggest fish.
- Seven episodes were televised on Channel 10 with branding on set, on all boats, and team uniforms.
- Constant in-programme presence delivered by branding the graphic countdown clock and replays of the key action.
- In show product segments, showing off Ranger's towing and storage capabilities.
- Sponsorship of Australia's largest fishing web site, Fishnet.com.au.
- Editorial in boating and fishing Magazines.
- Presence at major Australia-wide boating and fishing events.
- Competition to win \$4,000 of professional fishing gear ran across TV and Online, also gave Proud Professionals the opportunity to register for Ford marketing, where we can track brochure requests, test drives and ultimately purchase.

TARGET AUDIENCE

Proud Professionals have a love affair with fishing and if utilised effectively, can help Ranger achieve legendary status. Although they are a diverse audience with very different vehicle needs, they are looking for a powerful and reliable workhorse vehicle that transcends into weekend play.

Weekends do mean family time, but they also mean fishing, with one in four actively participating in Australia's largest outdoor activity. In this relevant environment we could showcase Ranger as the all-round vehicle, and since one in three adults who buy a boat also buy a new vehicle, our chances of increasing consideration would be greater.

EFFECTIVENESS

Over campaign period:

- Sponsorship reached 1.96m fishing fans.
- Delivered media value of \$574,376, a 302% stretch.
- Intention to purchase a Ford Ranger increased by 23.5%.
- Total of 27,904 unique competition entries with 21% opting in for Ford marketing and are being tracked through to vehicle purchase.