Addison Schultz

Advertising

a) The hardest part for Ford when they were trying to market the Fiesta was persuading consumers toward a compact and efficient car, when they were known for big SUV’s and trucks. Most consumers were shown to want a more compact car, but Ford did not have a similar model of theirs for consumers to idealize.

b) The big takeaway from Ford’s success revolves around the Fiesta Movement. Since the knowledge about compact cars from Ford hardly existed, Ford looked toward social media to help dilute the information Ford was trying to portray. Ford was the only company to implement a “test” run for the Ford Fiesta to a group of 100 people. They chose the group based on people who were very socially active both online and off. These people were required to make a video once a month to “show off” their Fiesta, and get people aware of the benefits and ideas behind the Ford Fiesta.

c) I think that this method was very successful, as from a numbers standpoint; there was a huge increase in traffic to the Fiesta specifically. I think that this method was also very unique, and was able to create a great way for consumers to help market the product without the business having to spend much towards marketing it. I think that this could be an effective marketing strategy for other products, as long as the idea isn’t over-used at that point.