



# Case Study

Ford Explorer 2012



## Ford Explorer case study

The Commercial Industrial Company (CIC), which is the official dealer for Ford in the Hashemite kingdom of Jordan, wanted to launch a campaign celebrating the arrival of the all new ford explorer 2012. At the same time CIC was aiming to increase the awareness in the Ford brand which would result in customers contacting the call center and visiting the showrooms to see themselves the latest technological advances available in the ford line of cars, especially the new Ford Explorer.

### Campaign Objectives

- 1- Create brand awareness about Ford and its car models in the Hashemite Kingdom of Jordan.
- 2- Introduce the all new ford explorer along with its overwhelming features to the local market
- 3- Allow customers to contact the call center and visit the company's showrooms in order to see themselves the latest in the world of ford, specially the Ford Explorer, in order to increase sales and purchase opportunities.

### Duration

Three weeks

### Measurements

- 1- Daily measurements of Click through rate for the banner and the rich media ad which was designed, developed, and maintained by AdFalcon

### How it worked

AdFalcon Team designed a rich media ad in order to show case the ford explorer and its features using the latest approaches in mobile advertisements. The banners were served on top of premium mobile apps and sites in Jordan targeting smartphone users only.

Once the users click on the Ford banner a rich media page is opened in full screen size and containing a more comprehensive ad with several content links that would allow the user to view:

- Images of the Ford Explorer (interior and exterior)
  - Videos that demonstrates the new features available in the Ford Explorer
  - A 360 degree view for the exterior that can be controlled by the user
  - A Click to call action button that allows users to choose the nearest showroom and contact its call center. Once clicked a call will be placed without typing the numbers in order to facilitate the calling process and further enrich the overall user experience
- Rich media ads helped phone users to view all of the features of the ford explorer in a convenient and enchanting way, allowing for more brand awareness with the ford brand and its new Explorer SUV amongst the customers in Jordan.



Once the user clicks on the banner a full screen page takes over the screen of the phone and offers a more comprehensive content and links to show case the features and capabilities of the new Ford Explorer and allowing a direct contact with the relevant call center through a click to call action button

Number of impressions during the 3 weeks

more than one million impressions

Overall Campaign CTR%

Around 0.33%