

## **An analytical essay on the series of advertisements by – Lincoln**

### **LINCOLN - “bull”**

Analysing the commercial – “BULL” by Lincoln MOTORS.

Automobiles, redefining, brand, celebrity



This is a commentary on the Lincoln MKC automobile commercial titled “bull” with Matthew McConaughey as the lead for the many advertisements they’ve released .

Lincoln is a recognizable American car company and even more so recognizable after gaining tremendous attention due to the Lincoln commercial starring Matthew McConaughey. In the year 2014, the company released a series of ads featuring McConaughey and the advertisement received all kinds of press – from comedic spoofs to critical philosophical dissections. Often times it was only viewed as a “fancy old town car ride to the airport” but never was it actually viewed as a symbol for opulence but after the endorsement of a star like Matthew McConaughey the company saw heightened success and publicity and not to mention a brand value.

The series with Matthew McConaughey has been proof of the fact that a company can redefine and recast its symbol and brand by making calculated marketing choices along with constantly reviving the brand itself and these strategies reside in the ideas of manipulation along with the ever- present fantasy of reinventing yourself.

The automobile company approached McConaughey at a seemingly perfect time as he was basking in his Oscar win for “DALLAS BUYERS CLUB” and was also in the spotlight for his hit tv show “true detective” making him the perfect ambassador for the company and in a way attracting a larger audience for the company. He simultaneously helps give the brand a new identity, the Lincoln identity.

In the ads that precede “Bull”, Matthew comes across as someone that has always had an affinity For the Lincoln cars further instilling the idea of the next door – reliable guy and celebrity that trusts the automobile company and makes the viewers believe that one can also achieve the calm and control in life that Matthew McConaughey seems to exude while driving on empty roads somewhere in Iceland but some may also argue that - The idea of being a Lincoln owner comes with some ownership restrictions. The car symbolizes luxury and affluence and might feel unwelcoming for the ones that don’t fit the mould of the Lincoln sophistication. At some instances in ads other than “bull”, it does seem like the brand is trying to sell us the idea of a Lincoln man that is classy and composed making it seem as though owning a Lincoln MKC will give you a shot at reinventing yourself and live the enticing lifestyle that Matthew McConaughey’s character seems to live.

Personally, when I saw the ad for the first time, I thought it was a little too cheesy but at the same time I was intrigued and I kept revisiting the ad. Maybe, I was taken aback by the marketing teams concept as it was fairly obvious how this was not a typical automobile ad with the standard elements of brash music, adrenaline fuelled, fast paced range rover-esque shots of the car driving over cliffs and hazardous terrains. I was surprised at the sporadic coverage the car received.



The video shots were focused on the bull, the emptiness and Matthew McConaughey intentionally drawing attention away from the car as they try selling us an aesthetic and a feeling. The location of the video ad was set in Iceland and what sets the tone of simplicity that one might feel throughout the video is the pristine landscape accompanied by the empty roads of Iceland. The ambient music that plays in the background enhances the sense of calm that a viewer might feel. We witness Matthew brooding and dropping a few mundane philosophical phrases and sentences that seem quite cliché but maybe it's deep. We can never tell.



He is seen rubbing his fingers and It's important to note that his mannerisms are reminiscent of the character "Rustin Cole" from his TV show – *True Detective*! Was this intentional? Of course it was, yet another gimmick to get his admirers and the TV show enthusiasts on board with the company's new campaign.

Matthew refers to the bull as old Cyrus and also has a line that represents a double entendre - "1800 pound, do whatever the heck I want. I can respect that" either filled with philosophical meaning or a clever self-referential dialogue (referencing the car).

In conclusion, Lincoln was definitely successful in redefining their brand using McConaughey as a poster boy for the luxury and newfound elegance associated with the brand and saw a significant 25 % increase in sales after McConaughey got on board. Lincoln sends a subliminal message with the endorsement of a celebrity like McConaughey as they define an image and create a status symbol if it didn't already exist. It is also interesting to note how public figures can be highly influential and have a certain amount of power over the public and can sway a brand's margins even if they don't necessarily believe in the product they are endorsing.

References : ["Bull" Matthew McConaughey and the MKC: Official Commercial | Lincoln - YouTube](#)  
[Full All Matthew McConaughey Lincoln MKZ Commercials compilation - YouTube](#)

