

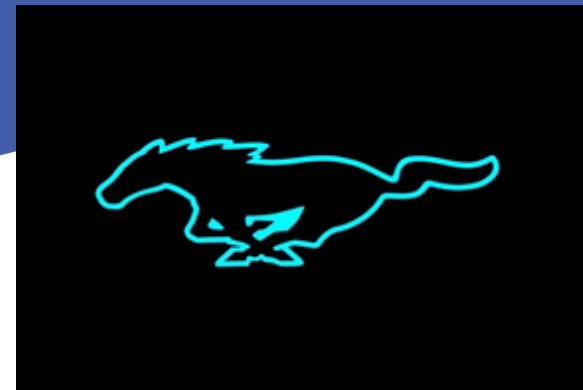
The Ford Ad Campaign

Ford Vs Everything

Old Design



New Design





MUSTANG

MACH-E



EVERYTHING



The both ads have good use of repetition and patterns through the cars and typography that keeps all of us entertained and keep looking for more almost like a game of I-Spy. This can be seen through the car positions, lights, typefaces, and colors.

Pattern/Repetition

Color

Color is name of the game with this ad campaign. Sunsets are used in both ads to create vibrant colors that are attractive to the eye. Bright colors are used for the typefaces to pull the viewers eye to it's contents.



The design uses typography to emphasize important messages of the ad campaign and pull the viewer deeper in to the ad. Also helping us know the focus is on “Everything”.



Typography

Contrast



Contrast is found throughout the ad to make colors pop, show focus on the message, and keep the viewers attention. We can look at the contrasting typefaces, color, and imagery.



MUSTANG

MACH-E



EVERYTHING



The ad campaign has wonderful usage of photography. Pulling in the depth from the background to put focus on cars all in the same while using the rule of thirds to keep the photography nice and tidy with the cars as the focus.

Photography

Focus of Message

Last but not least a successful ad campaign can announce its message with focus. The message of the Mach-E is that it can take on anything and everything. “The World” and “Everything” are in the center of the ad surrounded by visual different representations of “everything” and “the world” clearly stating it’s message.

