Ford Everest Case Study:
Targeting Auto Enthusiasts Segment
PHILIPPINES

near
PLACES . PEOPLE . PRODUCTS

Near's mobile location data pool helped Ford build its audience segments and target them in real-time thereby increasing walk-ins to the MIAS.

CONTEXT/CHALLENGE:

Manila International Auto Show in Philippines is one of the biggest and most awaited shows of the year that exhibits innovative technology, and latest models of premium auto brands. Since it is very popular amongst auto enthusiasts and auto buyers, Ford was looking to unveil its new car – Ford Everest at the Auto show prior to its launch in the Philippine market.

Ford wanted to create a buzz around unveiling of the Everest and reach out with its potential customers by providing them a first-hand experience of the car. It was looking to spread the awareness by driving consumers to the World Trade Center, where MIAS was running.

The main challenge was to reach out to their target consumers at the right time & place to drive foot traffic to MIAS.

STRATEGY:

Driven with an objective to drive their target consumers to the event, mobile was the go-to-channel for Ford as this is the only medium that enables real-time audience targeting. Near's ability to build customized audience segments and target these in real-time provided the perfect solution to achieve Ford's objective.

Using location data, a robust audience segment of auto enthusiasts was built from the consumers seen in and around Ford & its competitor stores in the past. Mobile ads displaying the image of the brand new "Ford Everest" were shown to this curated segment over smartphone & tablets 2 days prior to the auto show. In addition to this, the mobile ads were also shown to consumers around the event venue. The consumers attending the event were also targeted during the auto show.

CAMPAIGN SUMMARY

Location:
Malaysia

Objective:
To raise foot traffic to Manila International Auto Show with an intent to drive awareness of Ford Everest

Solution:
Near's mobile location data pool helped Ford build its audience segments and target them in real-time thereby increasing walk-ins to the MIAS

Ad Format:
In App Banners

Platforms:
Smartphones and Tablets

EXECUTION:

Rich media creatives in banner ads were shown to these audiences, which had the preview of the All-New Everest and promoted the MIAS. On the landing page, the ads carried the image of All-New Everest with "View Route/Map" and "Know more" options to provide users with the address & map to the venue and detailed information on the car. The Know More option enabled users to explore all the features, colours & design of the Ford Everest. It also helped users find their nearest dealer and request for a test drive or brochure.

RESULTS:

To measure the effectiveness of the campaign, a research was conducted to analyse engagement of the users and number of walk-ins after they engaged with the ad. The research revealed the following results:

- 21% of the users who engaged with the ads targeted in and around World Trade Center were found to be at the auto show.
- Since ads were also shown to users seen around the Ford stores to create buzz around the new launch, reaching the relevant audiences was very effective. As a result, twice as many walk-ins were seen from the users targeted around Ford stores compared to the users targeted across the event
- User ad engagement was seen higher during the days of the event as compared to pre-event days.
- While the content consumption by the users was high between 12 pm – 3 pm, the footfall increase for the event were seen in the night between 7 pm - 10 pm.
- Higher engagement was seen amongst youth and working professionals

RESULTS »

2X walk-ins
from the users targeted around Ford stores

Ford

ALL-NEW EVEREST
SEE IT FIRST

World Trade Center
Manila, Philippines

21% of the users
who engaged with the ads, were found to be at the show

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IN-APP AD CREATIVES »

HEAT MAPS »

About Near

Near is the largest location intelligence platform providing real-time information on places, people and products. The Near platform powers its flagship product to leverage historical location and context for data driven marketing.

Founded in 2012, Near is headquartered in Singapore with a presence across Australia, South East Asia, Japan, India and Europe. To date, the company has more than 700 million profiled audiences and has put it to work for marquee brands such as P&G, Coca Cola, Ikea, Audi, McDonald's, Toyota, Nike and Samsung.

Near is backed by investments from leading venture capitalists Sequoia Capital, JPM Private Equity Group, Telstra Ventures and Global Brain Japan.

Visit www.near.co to find out more.

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