

## MMA CASE STUDY

# Bringing the Ford F-150 to Life in Innovative 3D Mobile Ad Experience

## Campaign Summary

In order to kick-start its “We Own Work” campaign for the 2014 Ford F-150 pickup truck, Ford launched a 3D mobile ad experience. A banner ad unit expanded into a 3D virtual showroom that allowed users to view embedded videos, change the truck’s colors, and see a 360-degree view of the vehicle. The campaign drove increases in key brand metrics and exceeded industry benchmarks for expansion and engagement.

## Strategy

### Objective and Context:

In late 2013, Ford was looking to promote its 2014 Ford F-150 and build upon 36 years of being America’s top-selling truck. It wanted the We Own Work campaign to deliver an innovative creative execution on mobile and tablet in order to drive brand awareness and user engagement with the vehicle.

### Target Audience:

Ford and its agency used the Amobee mobile advertising platform to identify and target key U.S. audiences at scale.

### Creative Strategy:

Ford decided to leverage cutting-edge 3D mobile ad technology to allow consumers to experience the F-150 brand in an immersive and personalized way. The creative concept was to make a realistic virtual showroom experience within a mobile ad.

## Execution

### Overall Campaign Execution:

The mobile ad unit was the first execution of the We Own Work campaign and coordinated with the vehicle launch. The ad’s interactive features fit within the broader campaign for the F-150 and emphasized overall brand messaging.

### Mobile Execution:

Ford created a virtual showroom experience within a 3D mobile ad unit. Unlike rich media, 3D mobile ads calculate and render colors, lighting, and shading in real time based on the mobile user’s actions. The mobile ad unit featured a motion-sensitive banner that expanded into a slick, full-screen model of the F-150 vehicle.



The expanded ad unit's interactive features gave users the ability to:

- Change the truck's exterior color to one of 14 options.
- View the F-150 in four distinct work environments with four separate camera angles providing a 360-degree view of the vehicle. The environments highlighted the F-150's performance in its primary work segments of heavy construction, heavy hauling, farming, and hazardous materials.
- Load the truck bed to showcase the F-150's heavy-duty payload capacity.
- View in-ad videos showcasing how the truck performs in different work environments.



## Results

The F-150 mobile ad campaign exceeded expectations, and Ford measured the following results for the overall campaign:

- More than 20 million total impressions
- More than 595,000 total expansions
- A 2.9 percent overall expansion rate (4.6 times the industry average for rich media expansion rate)
- A 13 percent overall engagement rate (twice as high as the industry average for rich media engagement rate)

To support the campaign's brand-building goals, a holistic data report was also created in partnership with Insight Express. Across all measured categories, the 3D mobile campaign drove significant increases in brand metrics.

Key findings included:

- Increased brand favorability by 19.9 percent
- Increased purchase consideration by 40.4 percent
- Increased aided brand awareness by 11.4 percent
- 71.1 percent We Own Work message association

## Source

"Bringing the Ford F-150 to Life in Innovative 3D Mobile Ad Experience." 2014 MMA Innovation Finalist. Brand: Ford. Lead Agency: Amobee and Team Detroit (TDI).