

FORD ECOBOOST REVS UP READERS

➔ OPPORTUNITY

Leverage the power of our brands' innovative marketing platforms to create enthusiasm and buzz among an audience of auto buffs and influencers who:

- Prize Ford EcoBoost's cutting-edge technology and dual commitment to superior performance and fuel economy.
- Will act as brand advocates for Ford EcoBoost technology/vehicles as models launch throughout the year.

These Powerful Tools Will:

- 1 Engage readers in book
- 2 Captivate an online audience
- 3 Drive discussion in social circles
- 4 Provide campaign analytics

★ FOUR POWERFUL TOOLS TO SUPPORT ECOBOOST MODEL LAUNCHES THROUGHOUT THE YEAR:

1 PRINT

A compelling spread spotlights the vehicle (e.g., Taurus, Escape, Mustang, F-Series), providing a detailed "tour" of its special features. A callout box touts the performance and economic benefits of EcoBoost and includes a data box comparing the EcoBoost vehicle with its competitors. To further engage readers, a perforated bookmark highlighting high-performance maintenance tips can be removed and stashed in the car for easy reference.



2 DIGITAL

A comprehensive online media campaign features homepage takeover units and widgets housing content from advertorials and links to EcoBoost content on Car and Driver, Road & Track and Popular Mechanics Web sites.



3 SOCIAL

The magazines' highly interactive social platforms – "Backfires" (Car and Driver), "Your Turn" (Road & Track) and "My Wheels" (Popular Mechanics) are the go-to hotspots for reader involvement, discussion, and story swapping. Here, visitors can participate in polls and forums, post opinions on their experience with EcoBoost, and share their tales from the road. In addition, "Backfires," "Your Turn" and "My Wheels" will promote exciting mini events, inviting readers to test drive EcoBoost vehicles at their local Ford dealership and rate their rides. As incentive, participants will be entered in a sweepstakes to win a prize, such as a week at the Skip Barber racing school.



4 TRUE MARKET IMPACT (TMI)



True Market Impact (TMI) is a proprietary research metric designed to successfully measure a campaign's effectiveness and trend it over time to learn how marketing programs impact a brand's overall position relative to competitors.

TMI measures 5 critical marketing metrics:

- Consideration
- Competitive Share of Market
- Purchase Intent
- Brand Engagement
- Market Demand