

# Ford

Team Detroit and [a•mo•bee] Bring the Ford F-150 to Life with Innovative 3D Mobile Ad Campaign

## 4.6x

average rich media expansion rate\*

## 2x

average rich media engagement rate

\*3D benchmarks are compared to Celtra 2013 benchmarks



## Overview

In November of 2013, Team Detroit was tasked with promoting the 2014 Ford F-150 “We Own Work” campaign to build upon 36 years of being America’s top-selling truck. Team Detroit partnered with [a•mo•bee] to deliver a best-of-breed creative execution on mobile and tablet to drive brand awareness and user engagement with the vehicle.

## Campaign Strategy

Team Detroit aimed to push the creative boundaries of what’s possible on mobile. Because the 3D F-150 mobile ad unit was the lead creative unit in the broader F-150 campaign (over traditional ad channels), it was critical that mobile users could interact with the vehicle in as realistic and immersive a form as possible, and were given complete control for a truly personalized brand experience. Using [a•mo•bee] 3D, the industry’s only three-dimensional mobile advertising platform,

Team Detroit had an opportunity to bring the F-150 brand to new levels of engagement by delivering an unforgettable brand experience. With [a•mo•bee] 3D, the Ford F-150 ad designers had access to an entirely new creative palette to create the most realistic virtual showroom experience possible. Unlike other rich media technologies, [a•mo•bee] 3D ads render and calculate colors, lighting and shading in real time based on the mobile users’ actions, allowing them to change colors, and see the vehicle from multiple angles. [a•mo•bee] 3D mobile ads are packaged in a significantly lighter ad unit than traditional HTML5 ads. With the added capabilities of [a•mo•bee]’s industry-leading mobile advertising platform, Team Detroit & Ford identified and targeted key US audiences at scale.

## Campaign Creative

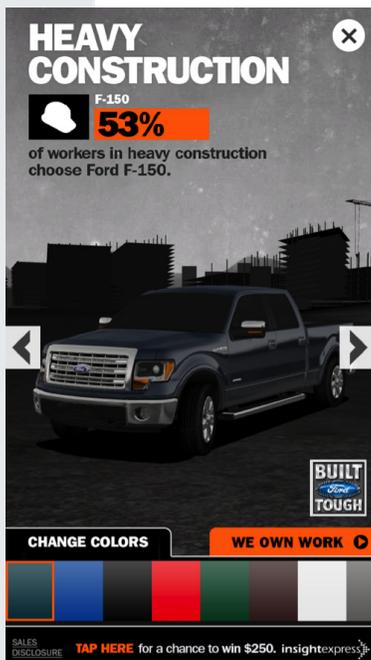
This cutting-edge mobile ad unit allowed Ford to tell the complete F-150 brand story in ways not possible before. The [a•mo•bee] 3D F-150 mobile ad unit features a motion-sensitive banner that expands into a slick, full-screen 3D creative model of the vehicle.

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### Touch-interactivity included the ability to:

See real-time reflections of the surrounding environment in the truck by using the accelerometer of the mobile device.

View the vehicle in four distinct work environments with four separate camera angles set in heavy construction, heavy hauling, farming, and hazardous materials.



Load the truck bed to showcase the F-150's heavy-duty payload capacity.

Change the truck's exterior color to one of 14 color options (see screenshot). The color choice is persistent through the ad experience and users can change the color anytime with a simple tap.

Two in-ad videos showcasing how the F-150 performs in different work environments.

These interactive features fit in with the broader "We Own Work" campaign for the F-150, emphasizing overall brand messaging.

## Campaign Results

The [a•mo•bee] 3D F-150 mobile ad campaign exceeded all client expectations, achieving up to two times the industry average of time-spent in ad. To best support the campaign's unique brand building and media measurement, [a•mo•bee] partnered with Insight Express to create a holistic data report. Across all measured categories, the [a•mo•bee] 3D F-150 mobile campaign drove significant increases in brand metrics across the board, particularly in comparison to Insight Express' "Mobile Automotive InsightNorms".

- **Aided Brand Awareness**  
11.4% increase (higher than industry average)
- **"We Own Work" Message Association\***  
71.1% (4x industry average)  
\*Associated with the Ford brand
- **Brand Favorability**  
19.9% increase (2x industry average)
- **Purchase Consideration**  
40.4% increase (3x industry average)

### Overall campaign metrics

- 20M + total impressions
- 595K + total expansions
- 2.9% overall expansion rate
- 13% overall engagement rate

## Client Quotes

"Our goal is to get drivers to experience the F-150 brand in a new way. This campaign uses cutting edge mobile technology to do that. The 3D platform allows you to really experience a truck—view it from multiple sides, change its color or even load up the bed to emphasize the hard work the F-150 does. This is the type of new, innovative creative we want associated with the Ford brand."

- **Brian McClary**  
Digital Marketing Manager for Ford Trucks

"[a•mo•bee] 3D adds a new dimension to mobile and tablet advertising that allows us to convey vehicle features in very engaging and interactive ways, a majority of mobile campaigns are focused on targeting and big data; which is important; however the difference is delivering a good mobile campaign, and a great one, is delivering an amazing interactive and creative experience. [a•mo•bee] 3D gives us a brand new creative palette to develop a more engaging ad experience and tell brand stories in different ways than we can through linear video and traditional expandable mobile rich media ad units. It's by far the coolest thing I've seen in mobile advertising in the last three years."

- **Brian Bos**  
Senior Vice President, Group Director of Emerging Media for Team Detroit