



2021 WPP TALENT AWARD Brief 3

Help people realize the potential of Ford EVs and overcome range/charging concerns.

The context

People think electric cars can't go very far, but they actually have a surprisingly long range. The Ford Mustang Mach-E can go 610km on one charge for example.

Culture: People are desperate to reconnect with friends and family, ever more so after the pandemic has separated so many, but access to reliable transportation isn't easy for everyone.

Category: Consumers believe that electric cars have a limited range, that distance really does matter. They still believe electric cars are the little run around doing the short runs, not the car for uninterrupted long distance road trips.

Human: With pandemic restrictions easing, people are desperate to reconnect in person with friends and family but still aren't fully comfortable using trains/planes. The car is a safe(r) space.

Brand: Ford is committed to the future of mobility; enabling freedom of movement and connecting people by creating vehicles that push the boundaries of range – making electric easy and exciting.

The problems to solve

1. A historic thought that EVs are limiting
2. Ford not seen as innovative and future-facing
3. A busy communications space with well-known EV brands like Tesla

The request

Conceive ideas that are led by social media content and activity which grabs earned media attention, to position Ford as leading the EVs story. Tackle the default thought of EVs being limiting, but do this with stories and connecting emotionally, rather than with facts/figures. Target a 40-something audience, with an interest in style, who are goal-oriented and strategic about living well.

The objective

Change how people think about Ford, to associate them more with innovation and being future-facing, realizing they have an amazing EV story to tell.

Reference

- Interesting idea that plays with your geography through social:
<https://www.dandad.org/awards/professional/2021/234723/looks-like-you-need-to-let-it-out/>
- A twist on a simple influencer demo and a special occasion like Halloween or Christmas:
<https://www.dandad.org/awards/professional/2021/234785/unboxing/>
- An interesting way to show scale/ratio in social media formats:
<https://www.dandad.org/awards/professional/2020/232808/-60-culture/>
- Using existing posts to prove a point:
<https://www.dandad.org/awards/professional/2020/232815/refurbished-tweets/>



Deliverables

Board one page, no video / audio files