



2022 WPP TALENT AWARD Brief 2 – Ford E-Transit

What, how, why

A new 100% electric commercial vehicle to ensure sustainability and productivity.

Problem / Opportunity

Revolutionize the world of commercial vehicles by fostering the electric transition, to improve productivity, therefore quality of work and life (sustainability).

Background

We are at an epochal turning point, it is no longer the time to think of electric mobility as a transition achievable (perhaps) decades down the road, electric vehicles are a reality, but we are still not used to it. Society is reticent to this alternative mobility, a cultural revolution is needed, even more so in commercial vehicles, where the reliance on traditional vehicles is deeply rooted.

Target

Fleet Managers, large companies.

Competitors

- FIAT E-DUCATO
- MERCEDES E-SPRINTER
- RENAULT MASTER E-TECH

Promise

Ford E-Transit 100% electric increases productivity.

Reason why

- Minimized maintenance and downtime
- No more ZTL



- Innovative technology, traditional performance
- One recharge to work all day

The only thing to say

With E-Transit your business never stops.

Marketing goals

Move the target of Ford Transit and competitors to the new Ford E-Transit.

Communication goals

Fully convey the awareness and benefits of an always-connected electric fleet.

Tone of voice

- Institutional
- Aware
- innovative

Insights

- But is there a gas station downtown? I'd like to say "once upon a time!"
- While I relax, It recharges, ideal for maximizing work time.
- Good times, when there were no ZTL.
- An electric van, great! but performance?

Constraints

- Guidelines
- Creativity Central
- Competitors
- Timing
- Budget

Media

Print, TV, radio, digital, social, ooh

