

Ford Explorer multi-country success

Task

Multinational effort: Create awareness for the All-New Ford Explorer 2020.

Convey the complete redesign of interior, exterior and the hood

Positioning built for life's adventures.

Approach

Programmatic video and 3-rd party DMP in mobile, desktop and tablet

Data-driven segmentation based on Ford's ideal customer profile

Result

4mm+ video impressions delivered with a viewability of 90% and a completion rate of 70%+

CTR = 0.5%

