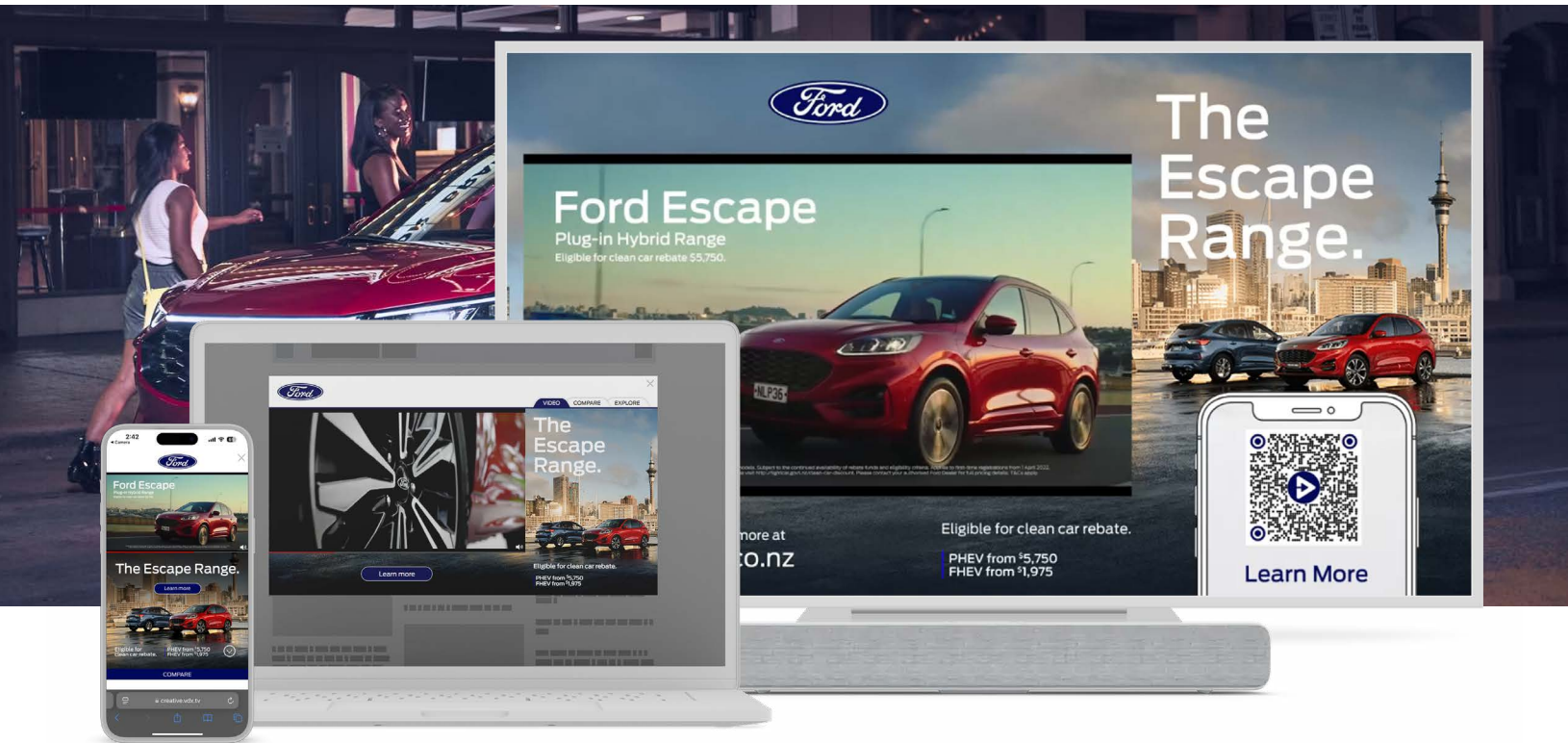


Ford Escape campaign efficiently engages target consumers with cross-device, interactive video



Overview

Automotive manufacturer Ford required a unique campaign to promote the Ford Escape, a versatile SUV with broad appeal. Ford and media agency Mindshare sought a vendor who could deliver an interactive, multi-channel video solution that would effectively drive awareness and generate consideration among target audience segments, while minimizing media wastage. According to the Digital Media Wastage Report by Next & Co, up to 43% of media investment can be ineffective. The challenge was to avoid competing with other brands on standard SUV targeting, requiring a deeper understanding of the Ford Escape audience's purchase drivers to stand out and optimize media efficiency.



Campaign Details

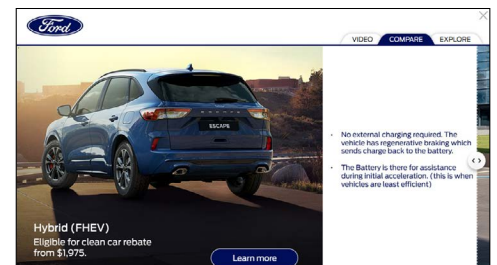
VDX.tv developed a data-driven campaign that identified three core audience segments for Ford Escape: Families, Tech Enthusiasts, and Sporty Types. Using VDX.tv's proprietary Data Management Platform (DMP), which processes data from over 50,000 topics, the team customized audience blends informed by user behaviors and interests. This segmentation allowed for tailored sequential messaging, optimized for each group's preferences.

The campaign leveraged Ford's video assets across Connected TV (CTV), desktop, and mobile, utilizing VDX.tv's TV & Video Magnify solutions for a cohesive, cross-device experience. Here's how it was implemented:

- **Interactive, Personalized Ads:** Interactive ad units were developed for CTV and mobile/desktop, employing features like QR codes, dynamic showcases of Ford Escape's attributes, and addressable targeting for re-messaging personal devices within households.
- **Sequential Messaging:** Each audience segment received customized ads that guided them through a customer journey, from awareness to conversion. This included interactive features on the mobile & desktop experiences to engage users and encourage deeper engagement.
- **Enhanced Viewability Standards:** To maximize Ford's ROI, VDX.tv set stringent viewability thresholds (15 seconds for CTV, 10 seconds for desktop, and 5 seconds for mobile) to ensure impressions were meaningful and impactful.

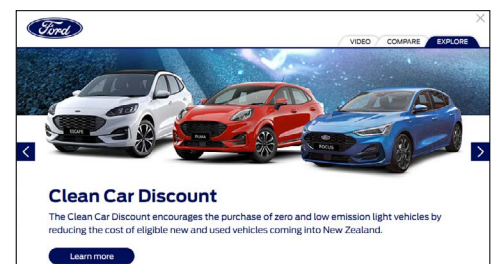
"COMPARE" TAB

Enabled audiences to compare vehicle features



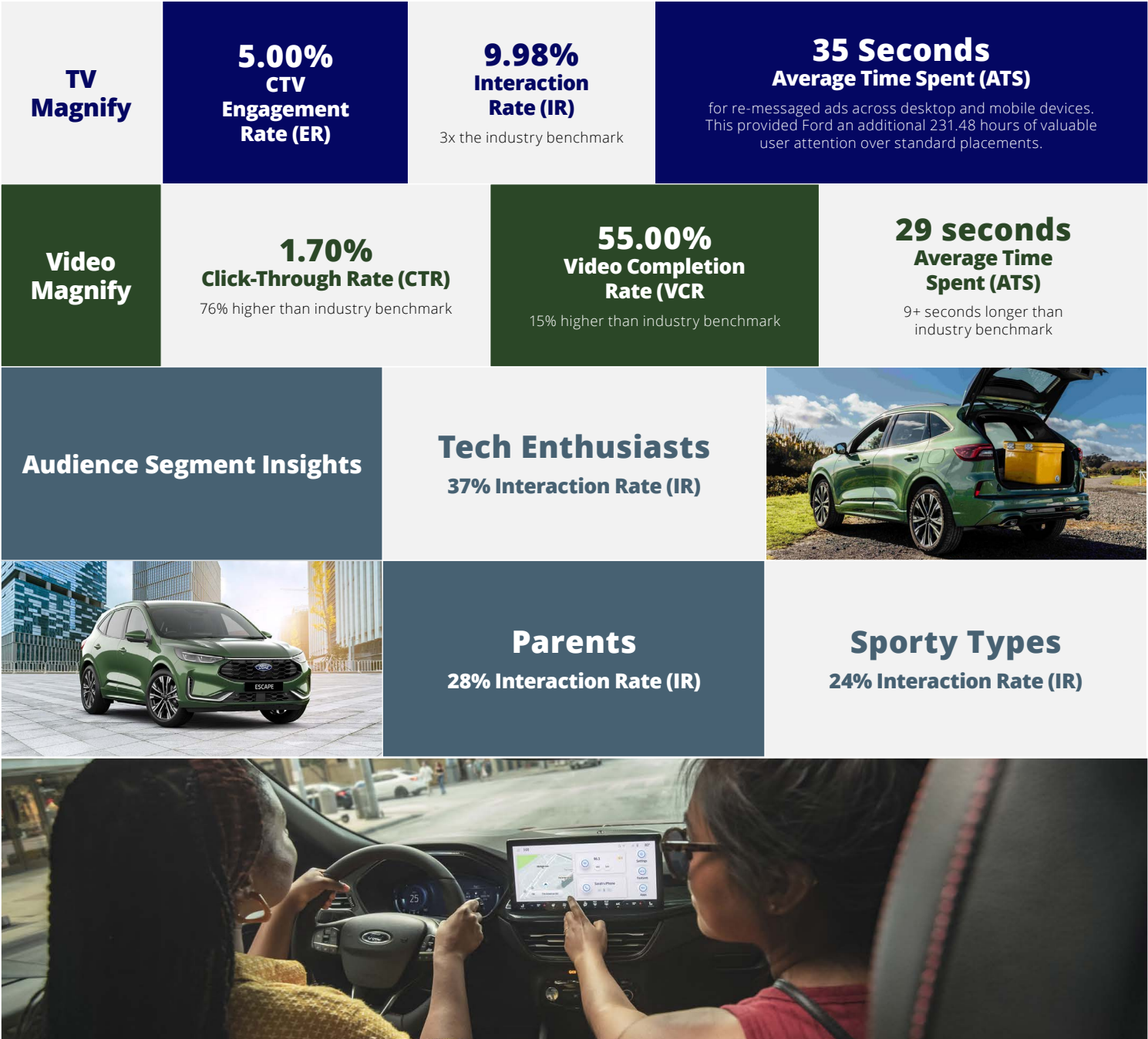
"EXPLORE" TAB

Displayed info like Clean Car Discount program, Ford dealerships, and CTA to learn more about Ford Escape features



Results:

The Ford Escape campaign delivered outstanding results, surpassing industry benchmarks across various engagement metrics. The campaign's personalized, cross-device strategy captured attention, increased user interaction, and met Ford's goals with a high degree of media efficiency.



“VDX.tv offers Ford a truly omnichannel, cross-device solution. Their combination of interactive creative and advanced targeting technology delivers deeply engaging brand coverage, reaching not just entire households but also individuals on a 1:1 level across desktop and mobile. It is this unique capability that keeps Ford returning to VDX.tv time and time again.”

-DUNCAN COLLINS, DIGITAL DIRECTOR, MINDSHARE