

**XMOS Case Study: All New 2004 Ford F-150 Brand Launch, Ford Tough**

**The Cross Media Optimization Study (XMOS)**

The objective of Marketing Evolution's XMOS analysis is to help marketers and their agencies answer the question "What is the optimal mix of advertising vehicles across different media, in terms of frequency, reach and budget allocation, for a given campaign to achieve its marketing goals?" Using methodology designed by the research firm Marketing Evolution and supported by the Advertising Research Foundation and recognized for international research excellence by the European Society for Opinion and Marketing Research (ESOMAR), the XMOS study simultaneously measures online and offline advertising in the same campaign to determine the optimal mix and weight of each medium.

**The Challenge**

Ford Motor Co. launched a new version of its F-150 pickup truck in late 2003, the best-selling vehicle in the U.S. for more than two decades. As described in the companion case study, "All New 2004 F-150: Driving Sales Online" this campaign was among the largest advertising launch campaigns ever and a critical event for Ford. CEO, William Ford, Jr. called this launch "the most important launch in the history of Ford."

In early campaigns, Ford was convinced that the Internet could be an important component of advertising launches, and with this campaign Ford wanted to integrate Internet measurement within the overall campaign measurement to better understand how effective the Internet could be at supporting branding impact and actual new vehicle sales and leasing.

**The Campaign**

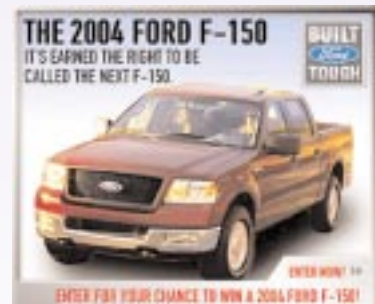
The launch was advertised extensively in English and Spanish on TV and radio, in print, outdoor and via direct mail. Online, standard ad units (leaderboards, rectangles and skyscrapers) ran across the leading car-related sites (termed "in-market" ads because of the prevalence of consumers in the market for buying a vehicle to use web sites in their shopping research process). The online campaign also featured broad-reach page takeovers on high-traffic areas of major portals, including the home pages and email sections, – a "digital roadblock" created by Ford's agency, J. Walter Thompson, Detroit. These digital roadblocks ran on two key days one month apart.

The campaign was Ford's biggest in 50 years and one of the largest (if not the largest) advertising launches in 2003/2004.



*"We're especially proud of the innovative online creative work involved in the campaign. The online roadblocks literally shook the screen - exactly the type of creative reinforcement of "rugged and tough" that the F-150 was after. Online was by far the most cost efficient media and presents a very attractive opportunity going forward."*

*Rich Stoddart, Ford Division, Marketing Communications Manager*



Data Collection conducted by:



## Methodology

Marketing Evolution surveyed TV viewers and magazine readers who had an opportunity to see the ads, as well as those who were exposed to the ads online. TV viewers and magazine readers were surveyed before, during and after the campaign ran (a so-called "continuous-tracking pre/post" study) to measure the increase the campaign had on the perceptions of the audience who had the opportunity to see it. Online, respondents were surveyed based on a classic research construct known as "experimental design," where approximately 5% of all those who could have seen the Ford ads were instead shown control ads for American Red Cross. Online respondents were also surveyed to measure the effectiveness of the TV and magazine ads in the campaign. Marketing Evolution used Insight Express as the data collection partner, and JWT used DoubleClick to administer the interactive ad campaign and implement the segmentation of exposed and control for the experimental design.

## Results

TV generated the greatest level of absolute reach and purchase-intention impact, but it was considerably less cost effective in doing so compared to the other media. The online ads that ran on auto-related pages proved to be the most cost effective at raising purchase intention: the portal roadblock ads and magazine ads were more expensive at raising purchase intention than in-market interactive ads, but they were both a great value in terms of cost-per-impact compared to television.

## Implications

The electronic roadblock ads were both relatively cost efficient and capable of producing significant daily reach (40%+ of the total males 25 to 54 target audience), although they are not as scalable as TV.

The superior cost-effectiveness of the ads on auto-related sites, targeting specifically to an in-market car-buying audience, highlights the potential of the web as a powerful medium for reaching prospects at the bottom of the "sales funnel," when they are close to making a buying decision.