
Ford Environmental Advertising



Agenda

1. Current context
2. Ford Sustainability policy & products
3. Expanding role of communications
4. Ford creative examples
5. Summary: The way forward

The bad news...

Our consumers are confused and they are starting to tune out.

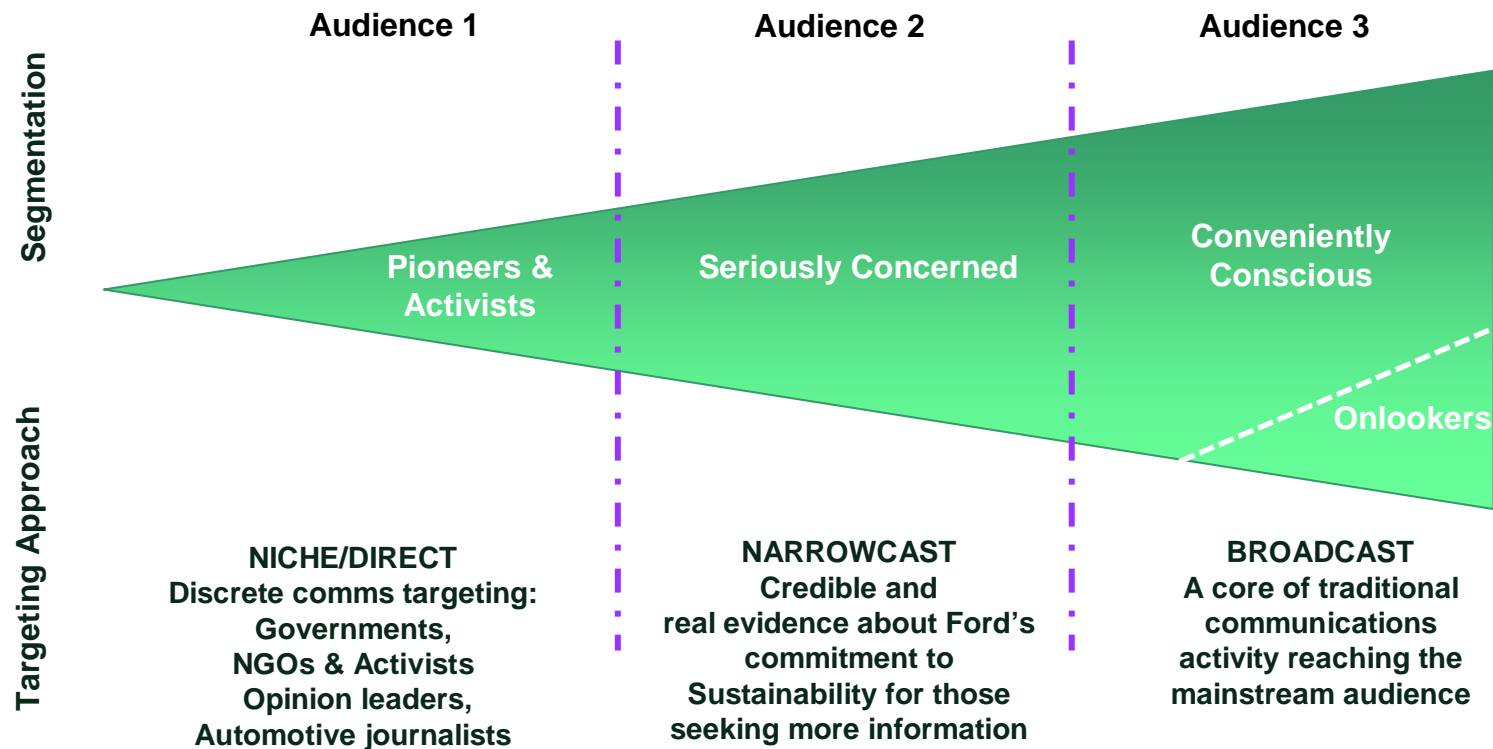
Rightly so when you consider the sustainable communication context: noise, half truths and contradiction are getting in the way of clarity and understanding.



...but the good news

'Green' gives consumers another 'added value' reason to buy, albeit conscience-easing or financial (e.g. less fuel consumption and less road tax)

74% of consumers are concerned about Sustainability, with the remaining 26% currently 'looking on' so there is plenty of evidence to suggest that they are interested.



Ford's Green Credentials

- Ford started 2009 with one of the UK's *most comprehensive range of low CO2 cars*, including 51 sub-120g models – 18 more than a year ago.
- The 'blue oval' also boasts *the most comprehensive sub-160g range of all manufacturers*, with 185 models providing savings to company car drivers and their employers.
- At the end of 2008 Ford was named the **Greenest Manufacturer of the Year** by www.green-car-guide.com
- The Ford S-MAX won **Green Car of the Year** in the MPV category of the Green Car Awards run by the Environmental Transport Association
- The Ford Focus ECOnetic won **Green Car of the Year** in the first What Green Car? Awards.
- In its Greener Driving Guide, Which? credited Ford with addressing the environmental impact of its manufacturing and retail facilities: "*Ford produces its diesel engines on machinery powered by wind turbines and has opened its first 'green' dealership, with water harvesting (to collect rain for car washing), its own wind turbine and heating powered by waste oil.*"



New Role for Communications

Communications is an ever expanding role

1. Consumers are now actively looking for sustainable information and are turning to communications to provide this.
2. Fertile area in which to invest as there is potential for sustainable communications to be market creating rather than share winning
3. The challenge is to communicate green credentials in a straightforward, clear manner. Any attempt to sugar-coat the truth is swiftly punished by ASA*, media or eco-activists.

New Role for Communications



Women say the media is vital to informing green views

Nearly three in four women in the UK believe that the media is the key driver in helping them become more environmentally friendly, according to a new study published by Green Matters, the consumer research division of IPC.

72% of women believe that the media, specifically editorial and advertising, is the most prominent factor in making them become environmentally friendly

The research also claims that most women (**86%**) look to the media for environmental information, with TV (65%), the internet (58%) and newspapers (45%) the other popular sources

The Green Matters research is part of IPC's Origin Panel, an ongoing research programme that uses a 7,500-strong panel of UK women.

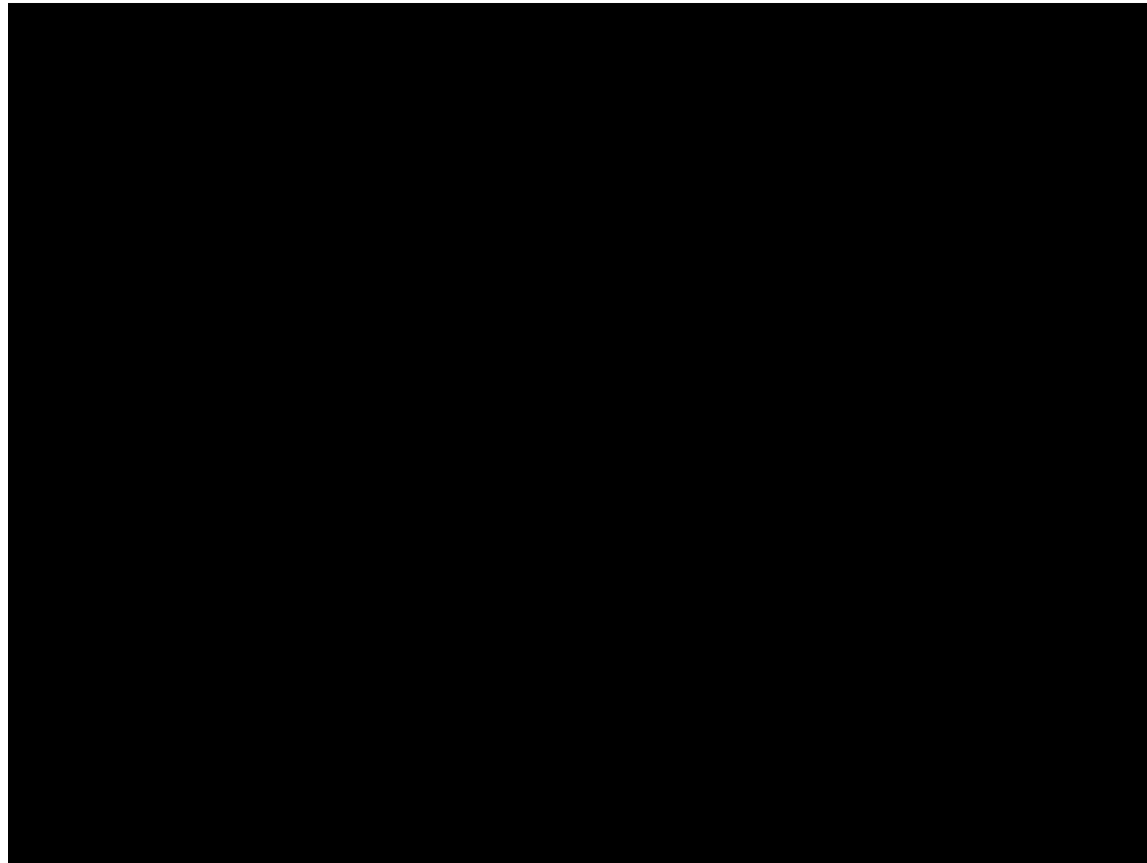
New Role for Communications

It is important that the normal media channel rules of communication are not forgotten in order to ensure all communications are effective in ensuring consumer receives intended message

Media Channel	Sustainability Message Strength
TV	Drive intrigue/interest in sustainable products – drive to more detailed media channels
Press	Drive interest. Ability to include more detailed information on relevant sustainable information in body copy and headline
Outdoor	Drive intrigue/interest in sustainable products – drive to more detailed media channels
Digital	Rich medium to convey detailed sustainable information which is easily accessible to consumers
Brochure	Rich medium to convey detailed sustainable information which is easily accessible to consumers Strong opportunity for educating engaged consumers when considering a purchase
Retail	Strong opportunity for educating engaged consumers when at the crucial purchase point

Creative Example: FFV TVC

60" 'Baby Animals'



Creative Example: FFV TVC

- Despite the brand name only appearing briefly at the end of the ad and the absence of any product, around **50%** of consumers recalled the ad from the clutter reel and stated that the branding was good
- The ad did motivate approx **1 in 2** to want to find out more about FlexiFuel so as part of a multi-media campaign the TV ad did its job very well
- People liked the ad and saw it as a heart-warming, genuine and intriguing commercial that is not a cynical attempt by a multi-national to jump on the green 'bandwagon'
- As a result, the ad had a big impact on perceptions of Ford as being a caring, eco-friendly company which is changing for the better
- Based on success, creative to be adapted for relevant messaging in 2009

Creative Example: FFV TVC

All demographic groups see Ford as more environmentally friendly and caring – although females again lead the way

Difference in statement endorsement between test & control cell*	Eco-friendly	Caring
All respondents	+27%	+32%
Males	+20%	+27%
Females	+33%	+37%
18-34	+24%	+34%
35-65	+30%	+30%
Parents <18	+31%	+27%
Non-parents <18	+23%	+33%
Non-owners	+29%	+35%
Environ: Active	+29%	+32%

In general any increase or decrease of +/-14% or more is statistically significant

Q. Please indicate how much you agree or disagree that each of the following statements describes Ford.
 *Difference in statement agreement: Percentage point difference between test cell and control cell (based on % completely/somewhat agreeing) Base = All respondents. 200 per cell

Creative Example: FFV TVC

Ford & Earth: An excellent example of integration

- The link between the Ford branding and the Earth film logo was a media first – "*Showing the beauty and vulnerability of our planet [Earth logo] - let's all preserve it for the next generation*".
- The TVC run after the ad trailers, immediately before the certification
- The advert was supplied in super-high resolution - the same HD quality as the film itself, and actually was attached to the 35mm film roll, which gave excellent colour quality and image resolution to our baby animal pictures, in keeping with the hi visual quality of the Earth film itself.
- The imagery for the Earth posters were a tight fit with the FFV 'in womb' creative reinforcing the synergy



Creative Example: EConetic Press

To build a 115g/km Ford Focus, we re-invented the wheel.
And the engine. And the body. And the exhaust.



econetic

To be precise, we streamlined the bodywork, lowered it and added low rolling resistance tyres to give a drag coefficient of just 0.31. Then we added a recalibrated 1.6 litre Duratec TDCI diesel engine giving an average fuel consumption of just 4.3 litres per 100km. Which all adds up to a mere 115 grams of CO₂ per kilometre.

FordFocus
EConetic

Feel the difference

www.ford.co.uk



Creative Example: EConetic Press

To build a 142g/km Ford Mondeo, we re-invented the wheel.
And the engine. And the body. And the exhaust.



To be precise, we lowered the body and added low rolling resistance tyres. Then we added a recalibrated 1.8 litre Duratorq TDCi diesel engine giving an average fuel consumption of just of just 5.4 litres per 100km. Which all adds up to a mere 142 grams of CO₂ per kilometre.

Ford Mondeo
EConetic

Feel the difference

www.ford.co.uk



Creative Example: Online/Digital

Feel the difference

Search for ...

- Home >>
- About Ford >>
- News >>
- Vehicle News
 - Ford Transit drives into 2009 with many more options
 - New Chairman And Managing Director For Ford Of Britain
 - Ford Hits Vital CO2 Targets
 - Five What Van? 2008 Awards for Ford Commercial Vehicles
 - Ford Vans Retain Fleet Industry Crown
 - Ford Collects Ultimate Fleet Van Award
 - Flying Finn steers Ford Focus RS into spotlight
 - All new Ford Fiesta named Scottish Car Of The Year
 - Ford announces prices of all new Ka
 - Multi million pound investment to produce new

Fullscreen Download Photo

News about Ford

New Ford Fiesta Econetic is UK's greenest family car

British International Motor Show, London, 22 July, 2008 – Ford's new ultra-frugal Fiesta was unveiled at the British International Motor Show today, completing the company's small, medium and large car ECONetic line-up.

New Role for Communications

- Ford's sustainable communications approach does not merely include ATL communications.
- There are many other touchpoints with which to reach consumers to achieve the target of education e.g. Sexy Green Car Show 2008



'Sexy Green Car Show', Eden Project 2008



Ford Smart Driving Challenge:

- Featured at the Sexy Green Car Show 2008, and the 2008 British Motorshow, amongst other locations
- 200 participants received a session of eco driving instruction from the Energy Saving Trust

New Role for Communications

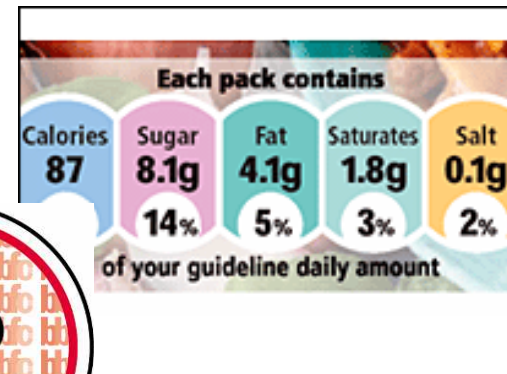
Ford Sustainable Comms Strategy	
EMPATHETIC	FACTUAL
<p>Role – we understand the importance of minimising the impact that personal mobility has on the environment. Personal mobility is not going to disappear so Ford strives to educate consumers on the options available.</p>	<p>Role – Where specific sustainable products are to be communicated, this is done so in a clear and transparent manner. Ford product line-up speaks for itself.</p>

Common Point of Comparison

Ultimately, Co2 emissions increasingly look like the automotive industry benchmark

Common / Clear Comparison Reference System

- Traffic Light System
- Film Classification



Summary: The Way Forward?

1. These are category wide issues and we should look at co-operative ways in which to improve the sustainability communications mix:
2. Role of manufacturer communications – combine efforts of manufacturers to educate consumers on basic sustainable importance/ terminology
3. COI partnership – united in effort to educate consumers on the importance of sustainability and therefore ways in which consumers can make smart eco-purchases
4. Current regulation system is complicated and expensive to implement against for manufacturers who execute pan-Euro communication campaigns: - voluntary code of practise should be drawn up for the automotive industry to abide by for the good of the consumer to ensure trust and responsibility in sustainable communication
5. Cross manufacturer agreement on simple system to connote sustainability credentials which is easy for consumers to digest e.g. traffic light system