

# FORD PRESENTS CHINESE NEW YEAR

## THE CHALLENGE

Ford Motor Company wanted to better integrate their brand within the Asian American community. Establishing an open dialog and cultural relevancy was important in creating a positive Ford message among this population. The Chinese New Year festival and parade in San Francisco is the largest Asian event outside of Asia, and presented an opportunity for Ford to reach over 1 Million Asian Americans that attend the event annually.

PanCom International, a pioneer in Asian American marketing, has been Ford's Asian advertising agency since 1998. Ford contracted to be the Presenting Sponsor of the annual Chinese New Year festival, beginning in 2004. PanCom was charged with finding a special marketing team to bring new and inspired ideas to the table. They sought a silent partner with creative flair that could market and promote Ford during the Chinese New Year celebration, creating a lasting impression within the Asian community.

## WHY EXTRA MILE MARKETING?

PanCom turned to Extra Mile Marketing, whose team quickly revealed a strategic approach to improving Ford's exposure during the festival. Their first step was in-depth research into the contract terms and the target market – then developing creative solutions with flawless execution. Extra Mile earned the partnership role, bringing ingenuity and creativity to the table right away. PanCom learned that they could trust us to deliver the correct message, and independently manage the budget and timelines.

## THE SOLUTION

Extra Mile discovered details in the contract that could be exploited to increase Ford's exposure. Ford was promoted at only one of two street festivals. We created a presence for Ford at both festivals, reaching an additional 400,000 visitors. The contract also allowed for a larger Ford booth, and increased signage throughout both festivals. Extra Mile negotiated creative sessions with the Ford float builders, a special Ford seating area for the parade, and secured promotional announcements for Ford during the televised parade. We asked for parade vehicles to be Ford models and to advertise the Ford brand with signs, which was granted by the parade committee.

Extra Mile's market research showed a need for greater engagement in the booth, so a Wheel of Fortune game was added to the booth to increase traffic and add buzz, and in later years the game switched to Plinko to keep things fresh. We also organized a private party during the festival to showcase the importance of the local Asian community to local Ford dealers. Through the Extra Mile and PanCom partnership the Asian American community embraces Ford in a new and meaningful way. Ford was by far the most popular booth in the festival all four years that Extra Mile has been involved. Ford's popularity allowed their clear messages to be heard, creating dialog and eliminating misconceptions about Ford products.

We worked closely with event organizers and discovered further exposure opportunities for Ford. Not only did Extra Mile and PanCom establish an overall awareness of Ford through the Chinese New Year festival, but the Ford brand is more integrated on a community level. Extra Mile continues to demonstrate our ability to stay ahead of the curve with innovative marketing savvy. Our role as a silent partner allows PanCom to offer a more complete solution to their clients, strengthening those relationships – we gladly work behind the scenes as PanCom becomes the hero for their clients.

“Extra Mile has been a great extension of our marketing team helping us service our Fortune 10 clients, with their unique strategic ideas, cost effective marketing solutions and flawless execution.”

Steve Goldman  
COO  
PanCom International



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