

FORD MUSTANG DRIFTING DVD

THE CHALLENGE

Appealing to a younger demographic was the challenge for Ford when the newly designed 2005 Ford Mustang was launched. The sleek design of the remodeled 1960's classic had been admired by many of the "baby boom" era, but Ford wanted to invest in making the 2005 Ford Mustang appeal to a younger audience. Pancom International, an advertising agency specializing in the Asian-American market, and representing Ford Motor nationally, was asked to develop innovative launch ideas to reach the 18-30 year old market. Pancom needed a silent partner with original ideas to help execute a flawless and thorough product launch to reinvent the appeal of the new retro looking Ford Mustang.

WHY EXTRA MILE MARKETING?

Pancom knew the Mustang Drifting launch would be a great project for Extra Mile to undertake, from previous successful partnerships. Extra Mile developed a campaign approach, including the creation of a video DVD that was appealing and engaging for this market. Extra Mile's well seasoned staff approached the project from a unique perspective, allowing Pancom to shine for their clients.

THE SOLUTION

Pancom and Extra Mile Marketing brainstormed and developed the perfect idea: create a video DVD on the development of the 2005 Mustang into the "ultimate drifting machine." Drifting has evolved into a competitive sport where drivers compete in rear-wheel drive to keep their cars sideways as long as possible. It appeals perfectly to the 18-30 year old demographic. Extra Mile researched the drifting culture and made all accommodations necessary to create an engaging deliverable.

"There is always an extra value we get in terms of ideation, strategy, development and deliverables and there is always a great enthusiasm that goes along with any of the projects."

*Steve Goldman,
President & COO
Pancom International*

Ford Motor provided 2 Mustangs to a newly formed professional drift team sponsored by Toyo Tires and driven by drifting phenomenon, Ken Gushi. The video DVD chronicled the making of the Mustang drift car and its introduction at the annual Specialty Equipment Market Association (SEMA) Show in Las Vegas. In addition, the completed car was shot in action at a California track and captured the raw power and energy of the transformed car. Interviews with key Ford engineers, Toyo Tires, and driver Ken Gushi solidified the Mustang as a car to be taken seriously by import-loving youth. Extra Mile also developed several "guerilla marketing" ideas to utilize the video DVD content and spread the Mustang message, including website ideas to view and explore the drifting DVD and the technical capabilities of the 2005 Ford Mustang, and hiring a team of young adults to post blogs and video clips. In the end, Extra Mile gave Ford new and engaging content to appeal to a younger demographic and enabled Pancom to strengthen their strategic value to Ford Motor Company.



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