

# FORD FUSION NIGHT CLUB EVENTS

## THE CHALLENGE

A leader in Asian-American marketing, PanCom International has worked with Ford National since 1998. Ford asked PanCom to manage their Ford Fusion launch to the tech-savvy 22-30 year old Asian Americans. Ford's greatest challenge was to compete with this group's natural predisposition to brands like Nissan, Toyota and Honda. They needed to create a campaign that mirrored the Fusion's young, hip image. PanCom devised a "Get Into Fusion" campaign, requiring inventive concepts to drive website traffic, the main sales generation vehicle.

## WHY EXTRA MILE MARKETING?

PanCom looked to Extra Mile Marketing to put together an integrated campaign, from the national media down to the grass roots level. To start, Extra Mile set up a major media event for the press – timing invitations during an Asian auto show, treating the media like VIPs, and releasing the details of the Ford Fusion campaign to the Asian media. We came up with a plan to tie in all the promo details with Ford Fusion club night events in Los Angeles, San Francisco and Seattle.

## THE SOLUTION

The Ford Fusion club night events were at trendy new nightclubs – website visitors could get on the VIP list for these red carpet events. The Ford Fusion was on display, as well as cool Gobos – logo light projections that stand out in a dark nightclub – showing a hip Ford logo. The giveaways and messages were laid back like the partygoers, leading them back to the GetIntoFusion.com website.

To integrate with the nightclub experience, Extra Mile developed soap opera spots, incorporating the 2006 Ford Fusion into the exciting lives of the characters. Like a movie trailer, the mini stories peak interest by giving just part of the story, to be continued at GetIntoFusion.com. Outdoor and print campaigns also showcased the characters out and about, touting the features of the Fusion, such as its 221 horsepower and 29 mpg, again leading viewers to the website for more. Visitors to the website could follow the growing drama, read about the characters, find out about Fusion club night events, mix music with the Fusion Music Mixer, and all the while learn about the new car. Ford Fusion became the number one domestic mid-sized car among Asian-Americans. PanCom developed the first domestic in-language automotive web site, loaded with content to target Chinese, Korean, Vietnamese and Pan-Asian consumers. Ford was thrilled with the success of the campaign, which created a bond with this sophisticated group of young Asian buyers.

Extra Mile Marketing allowed us to extend and enhance our resources for Ford, helping us to swiftly deliver the whole package.

Sharon Hayashi  
PanCom International

As PanCom's silent partner, Extra Mile developed original ideas and managed the details and execution – this freed up PanCom to spend more time with Ford, the television promo company and the club managers, driving the campaign to a higher level. Ford understands the need to understand the culture, values and purchasing preferences of an audience. PanCom and Extra Mile crafted a fresh, novel approach.

The Get Into Fusion campaign with television spots and billboards drew in the audience with compelling drama. The in-language materials on the website bridged the communication gap between young Asian-Americans and their more traditional parents, facilitating family discussions to consider a Ford Fusion.

GetIntoFusion.com garnered vast popularity within the Asian-American community, changing their perception of Ford and leveling the playing field with the Asian automakers. The effort by PanCom and Extra Mile led to phenomenal sales of the Fusion, making it an instant hit with this previously challenging market.



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