

Case Studies | Ford Mustang 35th Anniversary



Opportunity:

The Mustang Brand Team was seeking creative ways to celebrate the 35th Anniversary of Mustang. In addition, Ford needed to develop various promotions to encourage the purchase of Mustang and gain as much exposure for the least amount of cost.

Audiences:

Mustang enthusiasts, dealership personnel, prospective Mustang buyers



Solution:

Custom Programs designed and produced a variety of promotional products that commemorated the 35th Anniversary of Mustang. These products included:

- Collector Trading Card Sets featuring details on every year of Mustang, Display Cases, and In-dealership Banners highlighting each year of Mustang
- A 35th Anniversary Commemorative Poster and Postcards featuring a 1964 1/2 Mustang, a current generation Mustang, and the 35th Anniversary logo



Project Specifics:

- Research and write historical product information for the trading cards.
- Commission an automotive artist to create the original art for the poster.
- Design, layout and produce promotional merchandise.
- Design and implement a comprehensive promotional plan that eventually included Ford Dealers, Mustang-specific Magazines, Motorcraft Battery, Ford Public Relations, Mustang Clubs, automotive magazines, QVC Shopping Network, Oldies Radio Stations, toy manufacturers, auto parts stores, Yahoo! Stores, e-Bay, and Mustangcollectibles.com.
- Establish an order processing system and complete fulfillment operation.



Results:

- 35th Anniversary promotional items were extremely well received by those who bought them or received them as a giveaway.
- Dealer orders for additional quantities far exceeded expectations.
- Several oldies radio stations used the Mustang items for on-air promotions.
- Mustang and The Ford Motor Company received unprecedented exposure at a very minimal cost.
- The Mustang 35th Anniversary banner and poster were featured in a Mustang-themed remodeled room on Extreme Makeover: Home Edition.

