

Case Studies | Mustang Collectibles



Opportunity:

Ford Motor Company had just refreshed the Mustang for its 35th anniversary and devoted significant resources to promoting the new vehicle. Custom Programs had developed several products for Ford to launch the 35th anniversary Mustang. The heightened consumer interest in Mustang would prove to be a great opportunity for a Mustang-oriented online website and store, which could sell Custom Programs' products in addition to other Mustang-related products.

Audiences:

Mustang owners, enthusiasts, and clubs



Solution:

Custom Programs developed a site called "Mustangcollectibles.com" that served as a retail store for Mustang accessories and merchandise. The site had a community aspect to it, with bulletin boards, club information, Mustang news, and historical data.



Project Specifics:

- Develop e-commerce web store for Mustangcollectibles.com with products, featured specials, discounts for members, and credit card processing
- Set up a Program HQ to receive calls and orders for the store, place orders with vendors and coordinate drop-shipment to customers' homes
- Develop community features such as history, club pages, and bulletin board
- Promote the website to Mustang enthusiasts through magazine advertising and Mustang clubs
- Keep the website fresh and interesting with new graphics, products, and information updated on a regular basis



Results:

- Mustangcollectibles was a successful venture, selling over \$500,000 in Mustang accessories and merchandise over the course of 3 years.

