

## Case Studies | Ford Product Launch - Reverse Sensing System



### Opportunity:

Ford's minivans included a new option: The Reverse Sensing System. This option needs to be demonstrated to prospective buyers.

### Audiences:

Consumers, principally minivan buyers, retail automobile salespeople and managers



### Solution:

CPI created a motion-activated audio device that included actual beeping sounds of the reverse sensing system and a description of the option. The audio device was housed in a look-alike license plate for placement on showroom vehicles. The motion-activated sensor was triggered by individuals walking by, and would reset every couple of minutes.



### Project Specifics:

- Design a license plate that would house the audio device. The plate's design needed to be easy to use, understand, and adhere.
- The plate cover displayed a Ford logo and "Better Ideas Driven by You." This would allow the plate to be used on vehicles other than Minvans that offered the reverse sensing system.



### Results:

- The plates were produced and are awaiting shipment to Ford Dealers. Prototypes were used at pre-announcement shows. Initial reactions have been positive.
- To complement the reverse sensing system audio license plate, Custom Programs was also contracted to produce an auto show and special event flyer for consumer distribution. This brochure-quality flyer highlighted the reverse sensing system on one side along with other key features on the reverse side. The flyer was designed and produced in four-color by CPI Marketing Services for the brand team and distributed at auto shows nationwide.

