

Case Studies | Taurus & Crown Victoria Special Packages



Opportunity:

Ford Division needed Hero Cards produced for immediate release to dealers to promote new packages available on the Taurus and the Crown Victoria. The Crown Victoria package required a photo shoot because no art was available.

Audiences:

Ford Dealers nationwide, Ford Media



Solution:

CPI organized and facilitated a photography session for the new Crown Victoria package. Digital photography was utilized to maximize quality and reduce development time. After shooting the vehicle, layouts for the Hero Cards were designed and proofs submitted via PDF to Ford Division, Legal, and Engineering.



Project Specifics:

- Photograph new Crown Victoria package
- Design and produce Hero Cards
- Submit Crown Victoria photography to Ford Media and Ford Division for promotional use



Results:

- The quality of photography exceeded clients' expectations
- Using digital photography and PDF proofing, all deadlines were met comfortably despite very short timeline
- 100,000 Hero Cards produced and shipped to dealers
- Artwork placed on Ford Media site for general PR usage

