

Case Studies | Ford Focus Launch



Opportunity:

With the roll-out of the new Ford Focus, Ford Division needed promotional items to raise consumer awareness of the vehicle.

Audiences:

Ford departments, prospective Focus buyers



Solution:

CPI designed a comprehensive promotional program and produced a variety of products to increase awareness of the Focus brand. These products included:

- Campus tours
- T-shirts
- Golf shirts
- Posters
- Mousepads
- Keychains
- Magnets
- Baseballs



Project Specifics:

- Design and produce promotional merchandise.
- Establish an order processing system and complete fulfillment operation.



Results:

- Ford Focus promotional items were extremely well received by those who bought them or received them as a giveaway.
- Over 20,000 Posters, 10,000 Mousepads, 10,000 T-shirts, and thousands of keychains, magnets, and baseballs were produced and delivered to potential Focus customers.
- All products exceeded client expectations, with many being re-ordered for additional quantities.

