

Ford Bronco Campaign

Assignment #3

MDIA8000- Creative Strategies: Media Tools



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Product Description

Brand Personality

Product Description

It is introducing the 2024 Bronco® Heritage Edition – a rugged beast with a touch of classic charm. Navigate any terrain confidently thanks to its Advanced 4x4 and Automatic On-Demand Engagement. The Powder Coated Steel Front Bumper and LED Fog Lamps enhance the exterior and provide practical functionality. Unlock and start your adventure seamlessly with Remote Keyless Access and Push-Button Start. Stay connected with Dual Smart Charging USB Ports and immerse yourself in the ultimate driving experience with the Wireless Apple Carplay™ and Android Auto™ Compatibility. The Plaid Cloth Seating and Heated Front Seats offer both style and comfort, while the AM/FM stereo with seven speakers, including a subwoofer, ensures a soundtrack to every journey. Safety is a priority with features like the Lane-Keeping System, BLIS® with Cross-Traffic Alert, and the Personal Safety System™. The 2024 Bronco® Heritage Edition is not just a vehicle; it's a statement of style, power, and cutting-edge technology, ready for any adventure that comes your way. With a price of \$47,855, the Ford Bronco Heritage is in the top position in the luxury SUV market.

Brand Personality

The Ford Bronco is ready for action on and off the road, thus becoming your go-to adventure companion. It's not just a car but a style statement with its stunning design, combining nostalgia and modern flair. The Bronco Heritage covers you whether you're driving through urban areas or exploring the great outdoors, turning every drive into an exciting journey. Its sleek lines and rough exterior make it visually appealing. It also has excellent off-road skills, navigating rocky terrain and sandy tracks without fear of getting muddy. It's all about connectivity and comfort inside, with a tech-savvy sidekick that makes every drive feel like an adventure.





Target Market

Psychographics

Target Market

The Ford Bronco Heritage is the perfect vehicle for adventurers between 25 and 45 who want a little thrill. These people, whose median income ranges from \$60,000 to \$100,000, seek a lifestyle companion who shares their passion for travel rather than just a car. People who appreciate the rush of off-road adventures, value experiences over material possessions, and consider their car an extension of their individuality will find a connection with the Bronco. It's about living the spirit of freedom and experiencing the excitement of the open road, not simply about the trip.

Psychographics

An outdoor enthusiast, a tech-savvy attitude, and a love of adventure define the psychographic profile of the Ford Bronco Heritage. These people, aged 25 to 45, seek experiences that make sense. According to Google Research, 78% of this target group regularly engages in outdoor activities, with camping, hiking, and off-roading being their primary interests. Furthermore, 85% of them strongly need tech-enhanced features in their cars. The Bronco is the ideal vehicle for individuals who value the comfort of technology and the excitement of the outdoors because it combines a modern connection with a rough attitude, fitting well with their active lifestyle.





Media Channels

Media Channels

Ford Bronco Heritage will leverage social media platforms like Instagram, Facebook, and Twitter to reach its audience effectively, where 65% of its target demographic actively engages. Digital advertising on automotive websites and collaborations with influencers will tap into the audience's tech-savvy and socially connected nature. YouTube will serve as a primary channel for video marketing, showcasing the Bronco's features through engaging content. Additionally, participating in outdoor events, sponsoring adventure sports, and attending auto shows will create hands-on experiences. This multi-channel approach aims to authentically connect with the target market, ensuring the Bronco Heritage becomes a familiar and appealing presence in the adventure and automotive spheres.

Why

I've chosen a mix of social media, digital advertising, and video marketing because that's where our target audience hangs out. Social media allow us to share the Bronco's cool adventures and features where people are already scrolling. Digital advertising allows us to hit the tech-savvy crowd on automotive websites and connect with influencers who speak their language. Video marketing on YouTube? It's like showing off the Bronco in action, which speaks louder than words—and being present at outdoor events and auto shows. That's about letting people touch and feel the Bronco, making it more than just a car but a part of their adventurous lifestyle. It's all about meeting our audience where they are and making the Bronco a natural fit into their world.





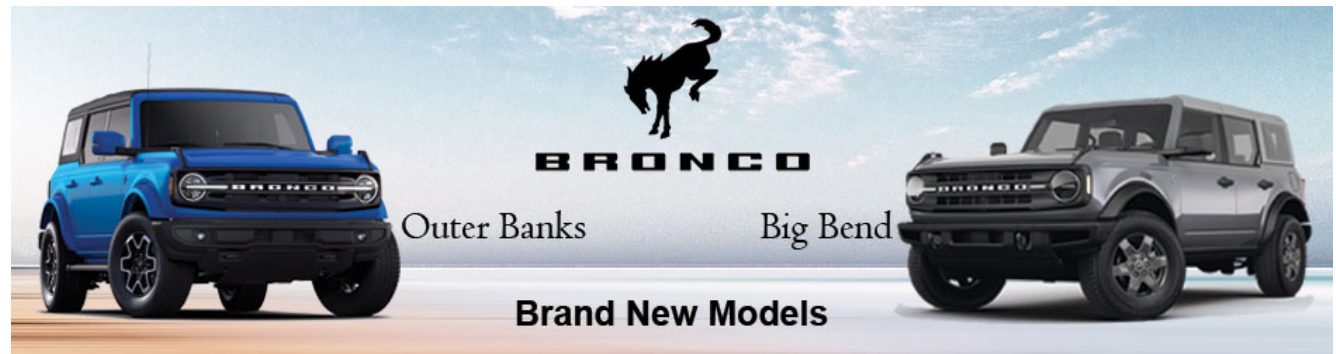
Media Visualization

Concept Ads

- Digital Advertising

Media Visualization

Presenting the brand-new Big Bend and Outer Banks models, where adventure meets the coast! I have created the ideal solution for those searching for the ultimate beach experience. While the rugged Big Bend model is designed for off-road lovers, the sleek Outer Banks model blends style and functionality. Imagine driving with the wind in your hair and the sun-kissed beach as your backdrop as you travel the coastline. To understand the desire for adventure lovers, these cars are designed to satisfy all needs. Dive into the freedom of the open road with the cars that seamlessly blend performance and beach vibes. Set out on an adventure as daring as you are. Come along and make every drive into an enjoyable beach adventure.





Bronco Competitors

The Bronco Advantage

Bronco Competitor

In SUV adventure, the Jeep Wrangler is the main buddy of the Ford Bronco high-fives. They're both wearing the cool adventure cape, but the Bronco brings fresh moves to the off-road dance. While the Jeep Wrangler has long dominated the off-road scene, the Bronco is making an impact with its sleek appearance and tech-savvy attitude. The Bronco is ready to prove that it has the moves to steal the show when it looks to be a friendly competition between two adventure superheroes.

The Bronco Advantage

The Bronco is the cool kid in the adventure gang, featuring a mix of modern styling and off-road power. It seems as though the Bronco is saying, "I'm not just a car; I'm a lifestyle," with its smart technological features, stylish appearance, and rugged personality. It offers a fantastic journey by combining the best elements of the past with the thrill of today. Off-roading isn't only about going there; it's also about doing it in a way that draws attention and turns every journey into an unforgettable adventure. In the SUV adventure game, the Bronco is here to lead the pack.





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