

# The Ford Fiesta, Chinese Version

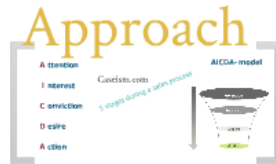
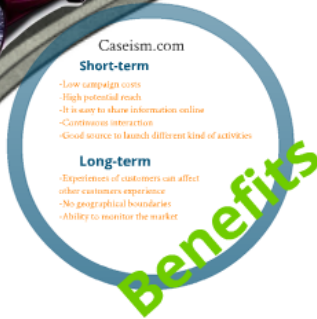


# The Ford Fiesta, Chinese Version

## Customer Participation



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# FFM Case

## Ford Fiesta Movement campaign

Launch new Ford Fiesta in America

Small car model

Young consumers 14- 29 years old (millennials)

### Campaign objectives

- (1) Build awareness & interest
- (2) Convince the target group

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Strategy



Strategy

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## Use social media

100 agents could  
experience the car

Create a buzz

Test drive programme

### Results

50.000 consumers had  
expressed interest

# Approach

**A**ttention

**I**nterest

**C**onviction

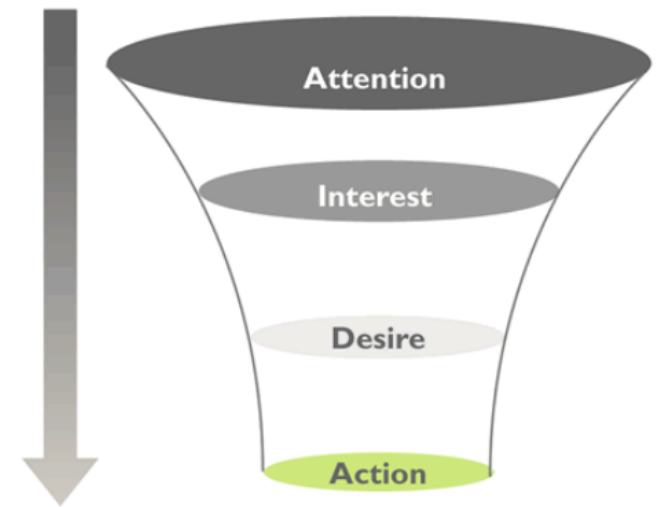
**D**esire

**A**ction

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*5 stages during a sales process*

**AICDA- model**





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## Short-term

- Low campaign costs
- High potential reach
- It is easy to share information online
- Continuous interaction
- Good source to launch different kind of activities

## Long-term

- Experiences of customers can affect other customers experience
- No geographical boundaries
- Ability to monitor the market

Benefits

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## Short-term

- Ford's 'small car' image
- No response or no interest
- Lack of control (bad WOM)
- Not enough expertise
- 100 agents are not trustworthy representatives
- Legal risks (copyright)

## Long-term

- Customer experience is holistic
- How credible is an online brand community?
- Will people's purchase intentions lead to actual sales?
- Gap between online and offline experience
- People's goal/reason to interact-Ford's reputation
- Positioning

# Risk



# Part

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## **The agents**

Team management

Co-promoting    Co-producing

**Target group**

Sub-group

Co-producing    Co-promoting



- C
- T
- I
- N



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## What if the context was different?

- Competition
- Target group
- Internal resources
- No partners

