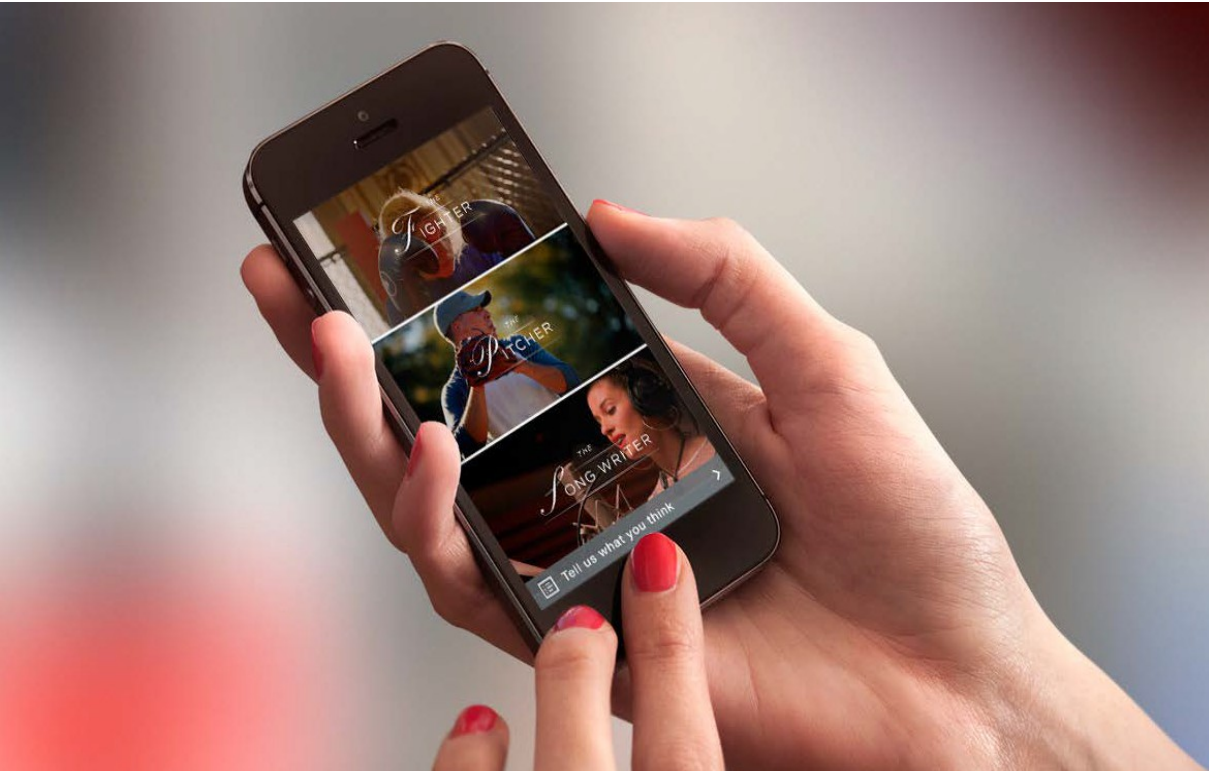




FORD



PARTNERS: Creative Mobile Technologies (CMT), Blue Bite

KEY MARKETS: New York City, Boston, San Francisco, Philadelphia
DEPLOYMENT: 4,500+ Taxi Media
YEAR: 2015

NEW 2015 FORD MUSTANG

Promote the All-New 2015 Ford Mustang, while re-inventing the Ford brand and expanding the target audience.

Ford Motor Company teamed up with Blue Bite and Team Detroit to deploy NFC & QR-enabled mTAGs in taxi cabs. Riders were given access to exclusive mobile content promoted on the video screens within the taxi. The mobile experience used the latest HTML-5 capabilities with animation, rich media and a mobile survey to measure brand lift. This created a shareable experience which allowed passengers to take the excitement with them while also entertaining them during their ride.

