



# Where Does The Stress Go?

As a luxury automotive brand committed to improving owner well-being, Lincoln engineers their vehicles to alleviate stress at every step of their driver's journeys.

In this campaign, the voice of Matthew McConaughey guides us into the mind's eye of one such Lincoln driver, as she muses about what becomes of the stress once it leaves her.

In her imagination, stress takes on the form of a mischievous and unseen force responsible for all the unexplained mishaps in daily life. These mishaps are depicted through a series of vignettes, featuring a cast of colorful and unsuspecting characters plagued by misfortune.

By focusing on all the ways stress can show up off the road, we highlighted the importance of finding sanctuary on the road inside a Lincoln vehicle.

Hudson  
Rouge



LINCOLN