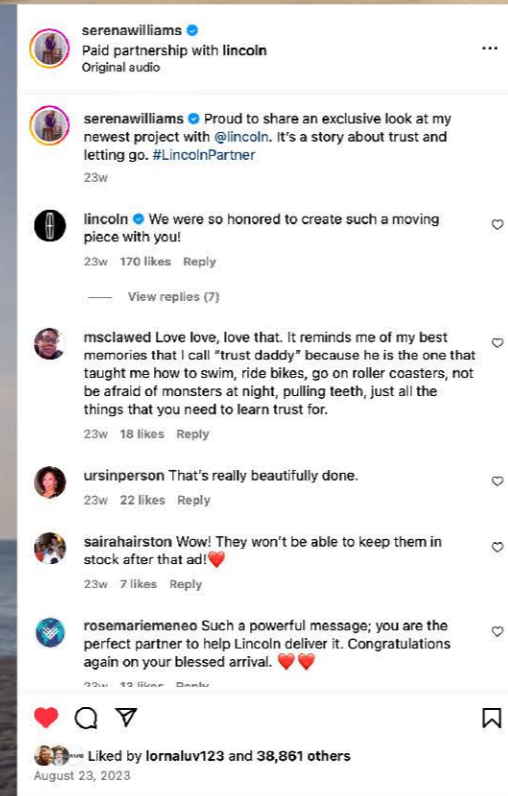
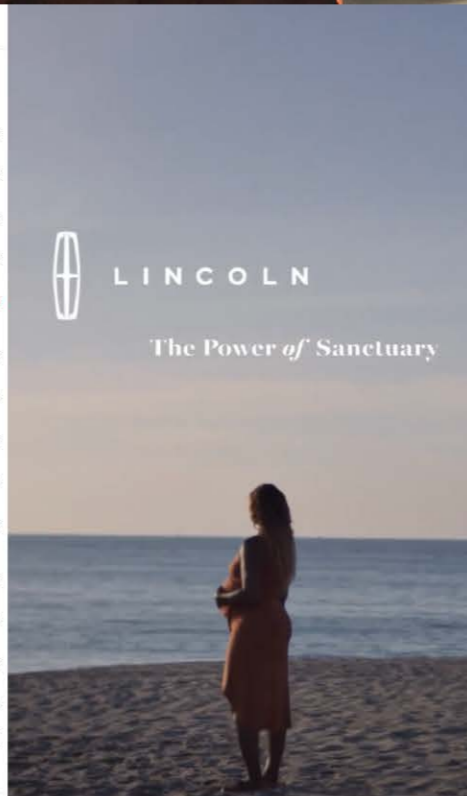
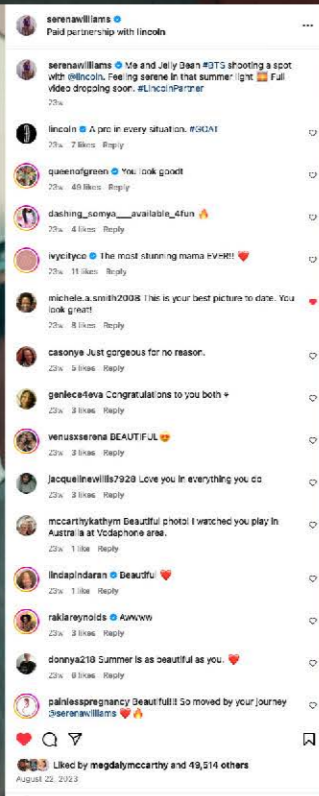
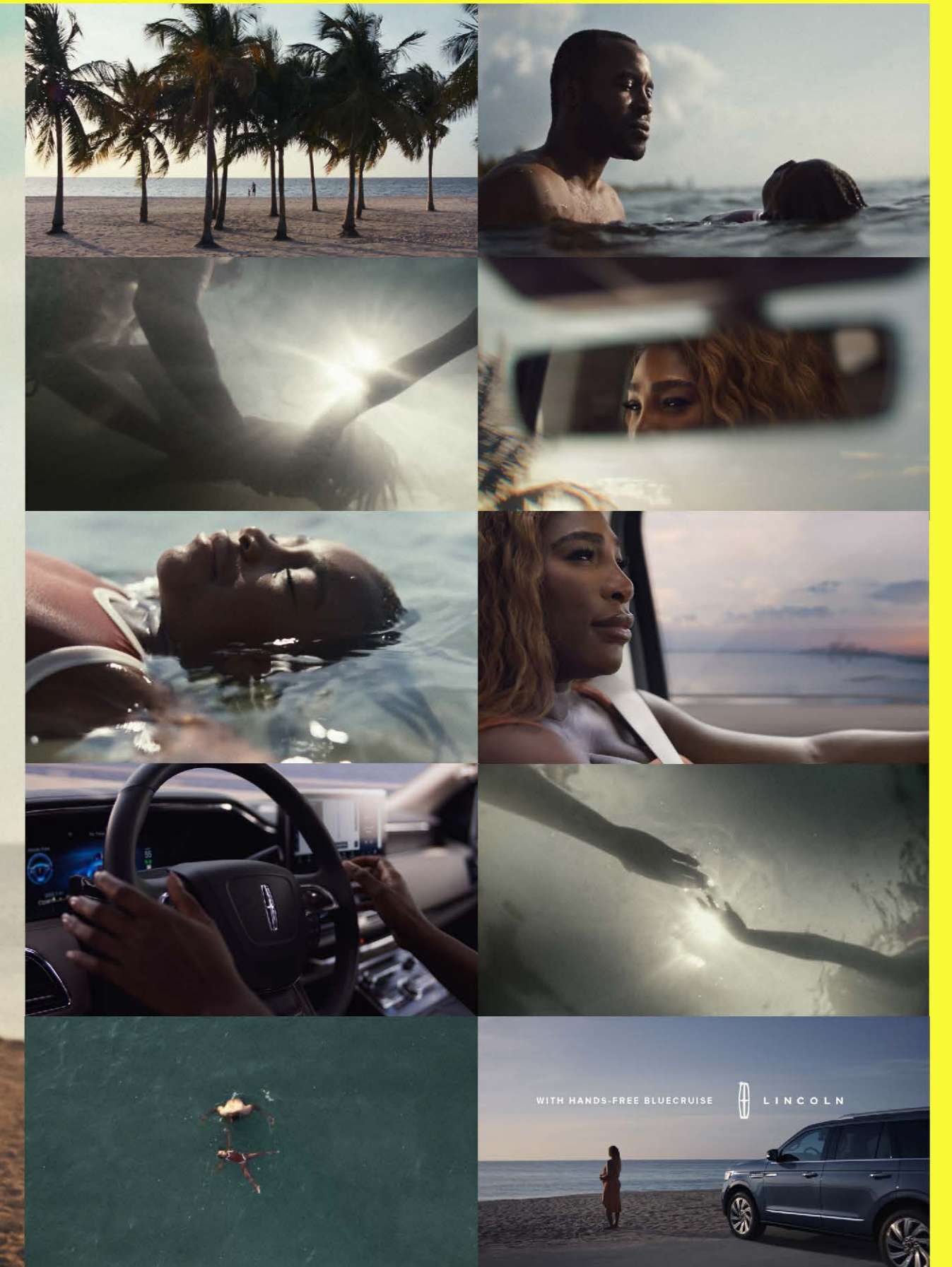


# “LETTING GO”

## AN INTEGRATED LAUNCH FOR LINCOLN BLUECRUISE

At the time we released this content, there was a prevailing negative sentiment around hands-free driving due to several well-publicized accidents involving Teslas. For Lincoln, we chose to emphasize the trust one places in a new technology that can be daunting at first, and the resulting joy and freedom that can result when one experiences it for the first time.

Filming took place with a very pregnant Serena Williams, and we teased the release of the content on her Instagram channel the day she gave birth to her second daughter. The spot launched a week later to her 17M followers.



TEASER POST

RELEASE POST

IN-FEED IG POST