



LINCOLN
**FULL
MOON**

*Luxury that feels like a
first-class trip to the moon.*

What if a vehicle could provide a first-class experience that feels more like taking flight?

We endeavored to create a spot that let viewers feel as if they could almost reach out and touch the moon. And to do that, we chose a location that felt like a lunar surface itself—the desert of Southern California.

We created an atmosphere that made the moon feel alive—with clean, elegant cinematography that made it an integral character in the story. Our CGI went through hundreds of revisions to achieve the realism necessary to portray the relatable experience of seeing a harvest or snow moon low in the horizon.

By the end of the spot, a night drive in a Navigator feels more fantastic than the fanciest seats in the sky.

