











IDEA

When Oscar-winning actor Matthew McConaughey posted a piece about his love for road trips, Lincoln seized the opportunity to be a part of this social moment. His organic post made us realize we had been taking road trips with him for over a decade. We gathered footage from our library of previous Lincoln commercials, added music to Matthew's already-trending audio, and made a new piece of social content available for users on TikTok and Meta platforms to add to their own footage, continuing the social trend.

IMPACT

By recontextualizing 10 years of past campaigns and McConaughey road trip footage, we were able to create a new video that resonated with Lincoln loyalists who were eager to continue the trending audio by sharing their own road trips across TikTok and all Meta platforms. Implementing this facet of social media increased awareness of the Lincoln brand and took advantage of a cultural moment, while remaining authentic to both Matthew and Lincoln.

RESULTS

OVER 2.3K COMMENTS 33% OF ALL AUGUST COMMENTS RELATED TO MATTHEW MCCONAUGHEY.