



Ford MOBILE SERVICES

Ford Mobile Services come to owners for routine vehicle maintenance. To drive awareness, we launched a video series aligned with the year's biggest calendar and cultural happenings: Halloween. The football playoffs. Christmas. The Winter Olympics. And many others. Ford owners from team mascots to hockey moms to Santa to vampires all benefitted from complimentary service that made life easier and gave them their time back. We targeted these videos directly to owners on multiple platforms to frequently remind them of the benefit of Ford Mobile Services.

