



campaign summary: ford (germany)

Client Name: Mindshare, Düsseldorf, Germany

Campaign Name: German Launch of Ford S-MAX

Campaign Objective:
Introduce the public to the latest addition to the Ford family.

The Adwalkers® provided additional impact to this 14 city Roadshow by gathering leads from the public and registering them to take a test drive.

Campaign Location:
14 German Cities accompanying an experiential roadshow

Measurement:
1 engagement every 5.8 minutes

Client Comments:
A successful campaign in terms of delivering a unique and quality experience to our customers and some very encouraging data capture results that can be optimised to increase the numbers even further for future campaigns.

Our Comments:
Adwalker® delivered on the objectives as set out in the brief by exciting and engaging the audience, allowing them to explore the new car and datacapturing their details.

