



MVC MOTORS - FORD - AUG/SEP 2022

Targeting | Automotive | Partner | Austria | AUG/SEP 2022



CAMPAIGN OBJECTIVES

In 2022, YOOSE undertook a campaign for FORD with the goal of boosting brand awareness. The campaign was designed to target a specific audience and featured different banner sets at 15 Ford locations in Austria.



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OUR SOLUTIONS

- Campaign duration: 3rd August 2022 to 30th September 2022
- Ad formats used: Static banners and native ads. Native ads are online advertisements that blend in with the surrounding content on a platform. They appear more natural and less intrusive compared to traditional ads. This combination of ad formats will cater to various user preferences, resulting in a more diverse and engaging campaign.
- Targeting segments: Automotive Enthusiasts, Lifestyle and Luxury, Travel, and Technology and Innovation
- Successful reach and effectiveness achieved in reaching the desired audience.



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RESULTS

Targeting of

15

locations

545,155

Impression

0.72%

CTR

3,910

Clicks