



Why We're Here Today

To make Mustang drivers
feel unstopably cool—
just like Steve McQueen
—no matter what's
powering their pony car?

Why We're Here Today

- Experience
- Capabilities
- Communications

Agenda

- _ Introductions
- _ Background
- _ Target Audience
- _ CX Strategy
- _ Big Idea
- _ Communication Plan







Mustang.

It's sexy.

It's classic.

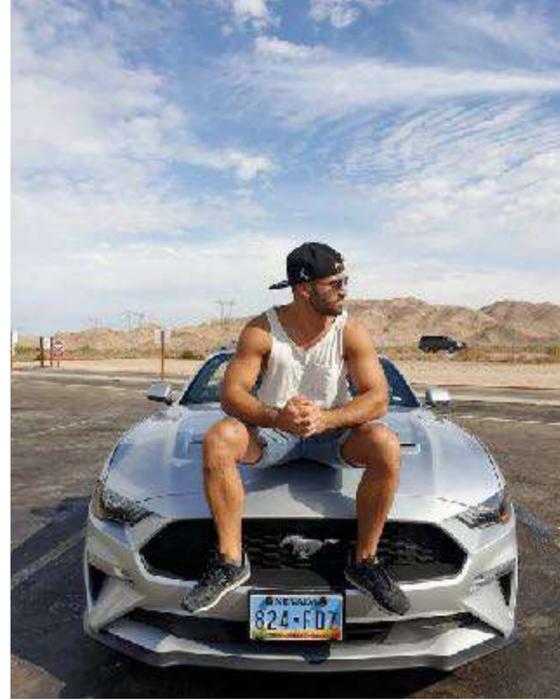


**It's unstopppably cool.
Just like Steve McQueen.**

Millennials are the largest generation buying new cars.

**Even the oldest millennials
were born 13 years
after Bullitt left theaters.**

Still Cool. Just Different.



**So what does it mean to be
unstoppably cool in 2020?**

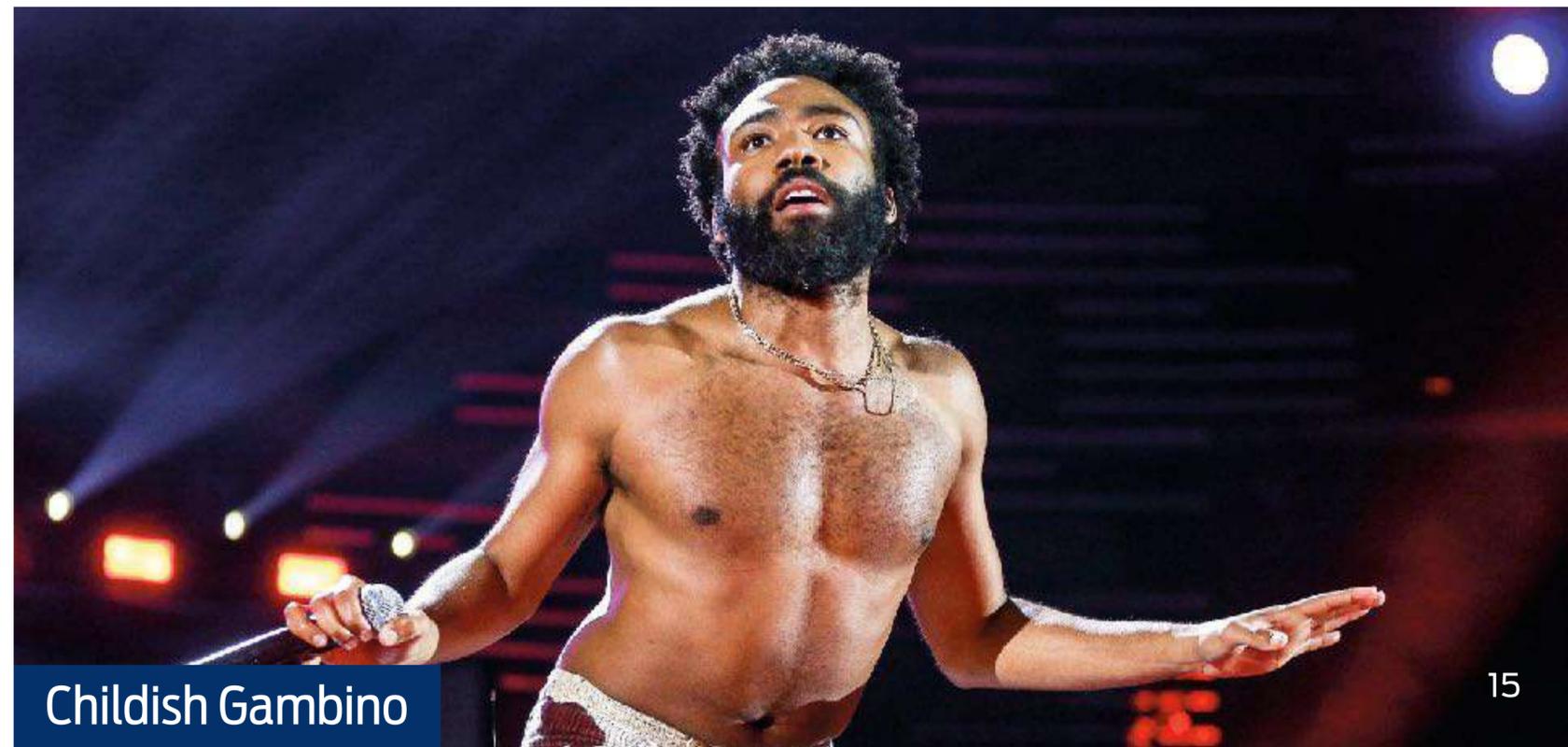
**Being authentically
unique is cool.**



Billie Eilish



Odel Beckham Jr.



Childish Gambino

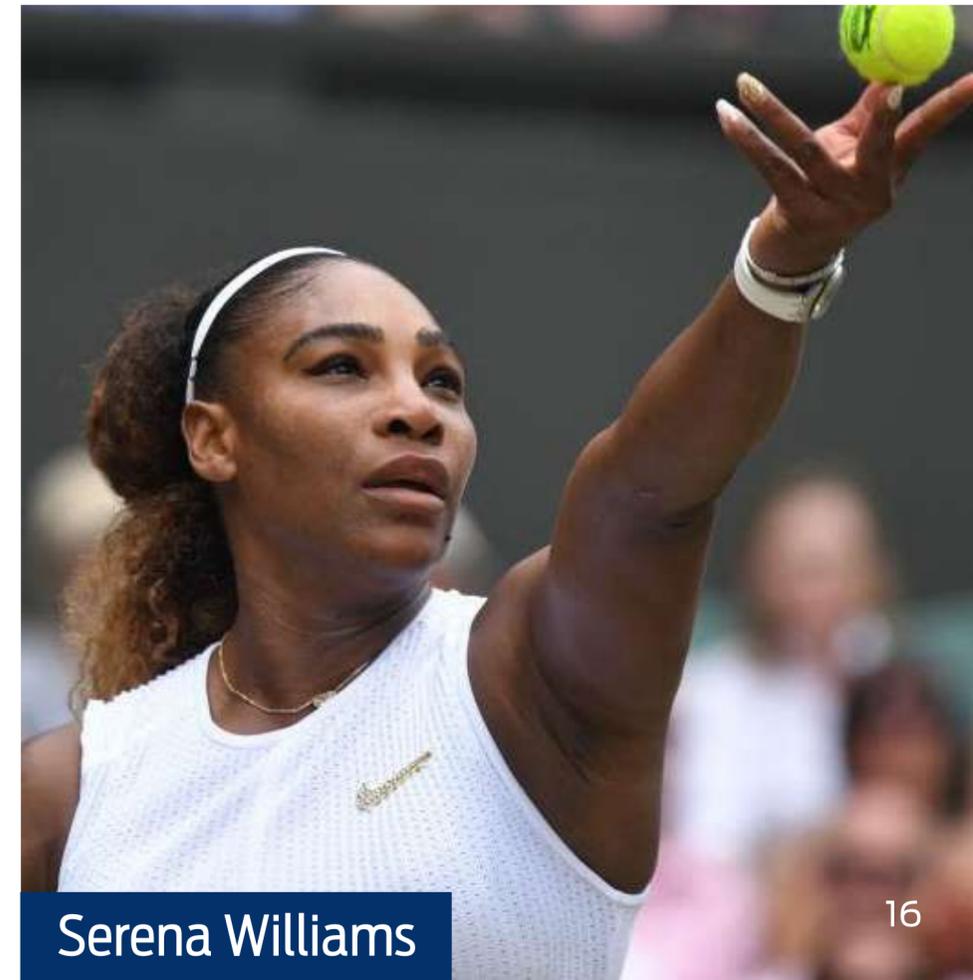
Being passionately impactful is cool.



Kendrick Lamar



Emma Watson



Serena Williams

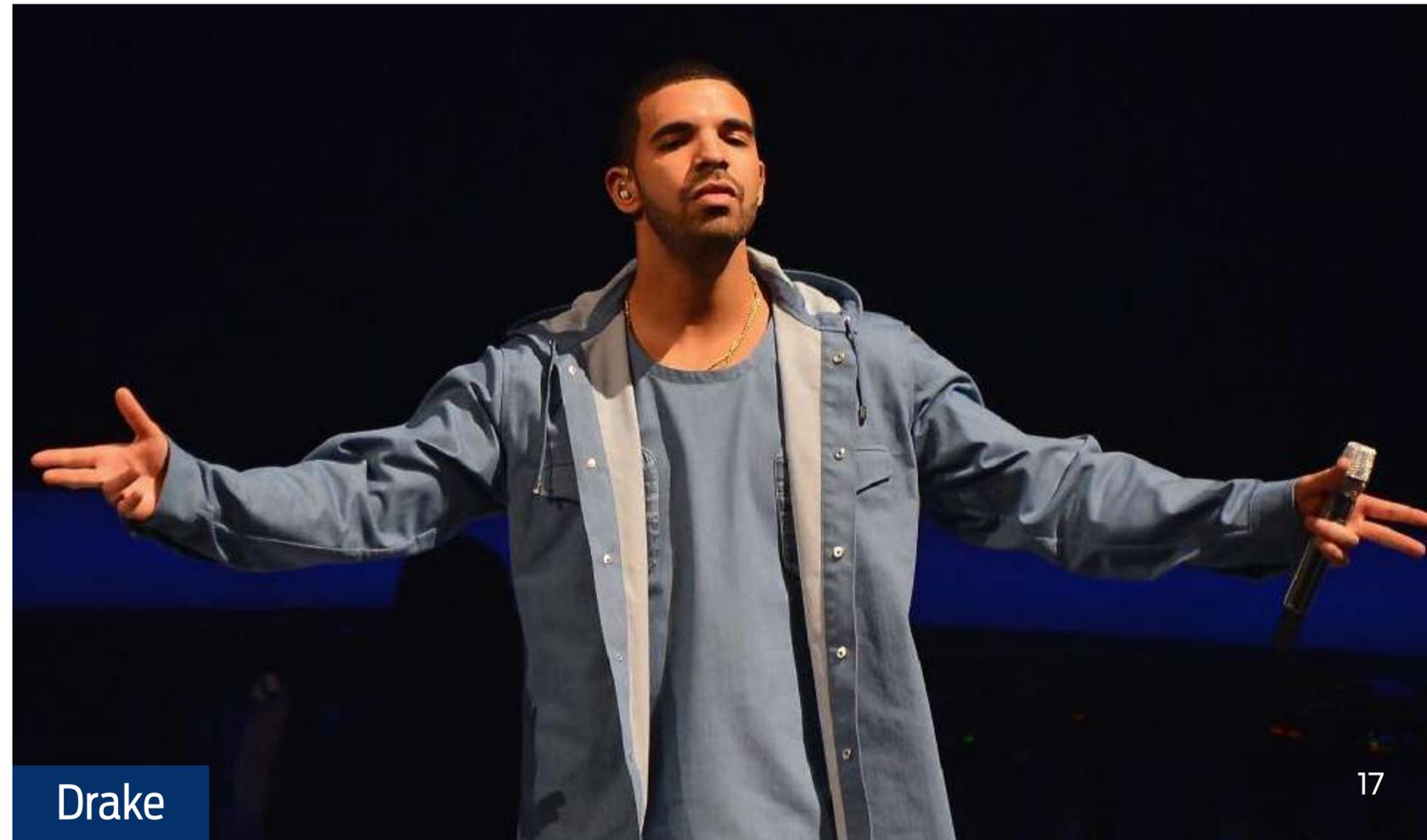
**Being tastefully
proud is cool.**



Beyoncé



Lizzo

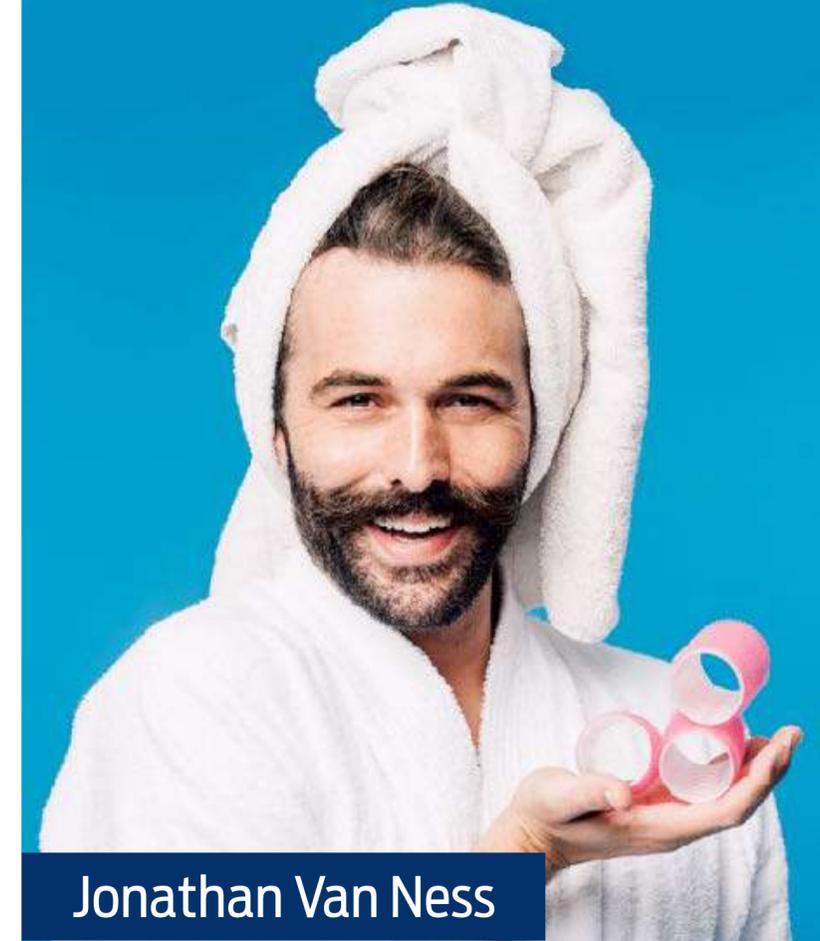


Drake

**There's a million ways
to be cool if you know
your brand and you own it.**



Post Malone



Jonathan Van Ness



Demi Lovato



G-Eazy

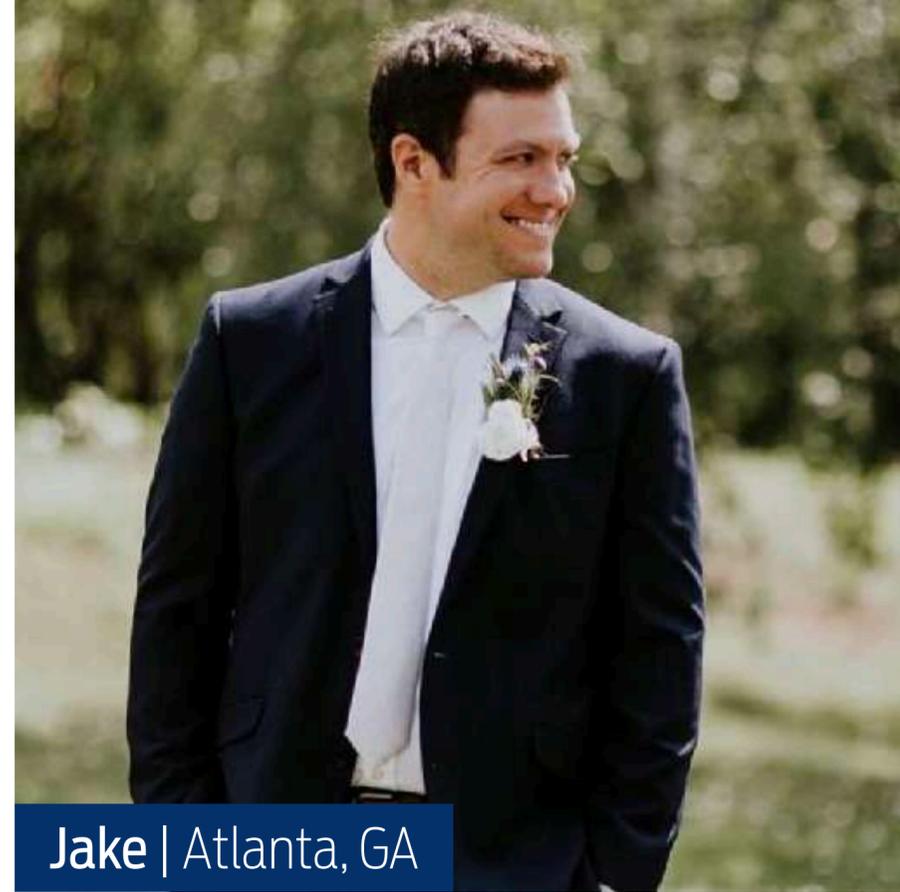


Unstoppably Cool =

Unstoppably Confident

/Background

Mustang is definitely a confidence booster.



Jake | Atlanta, GA



Sierra | Kansas City, MO



Sheridyn | Kansas City, MO



Madie | Fayetteville, AR



Aleisha | Napa, CA

“It’s an **empowering feeling**, one of those look-good-feel-good kind of things, so its like ‘oh your having a bad day, just take the car out and go for a drive.’ I guess it really is just a **big confidence booster.**”

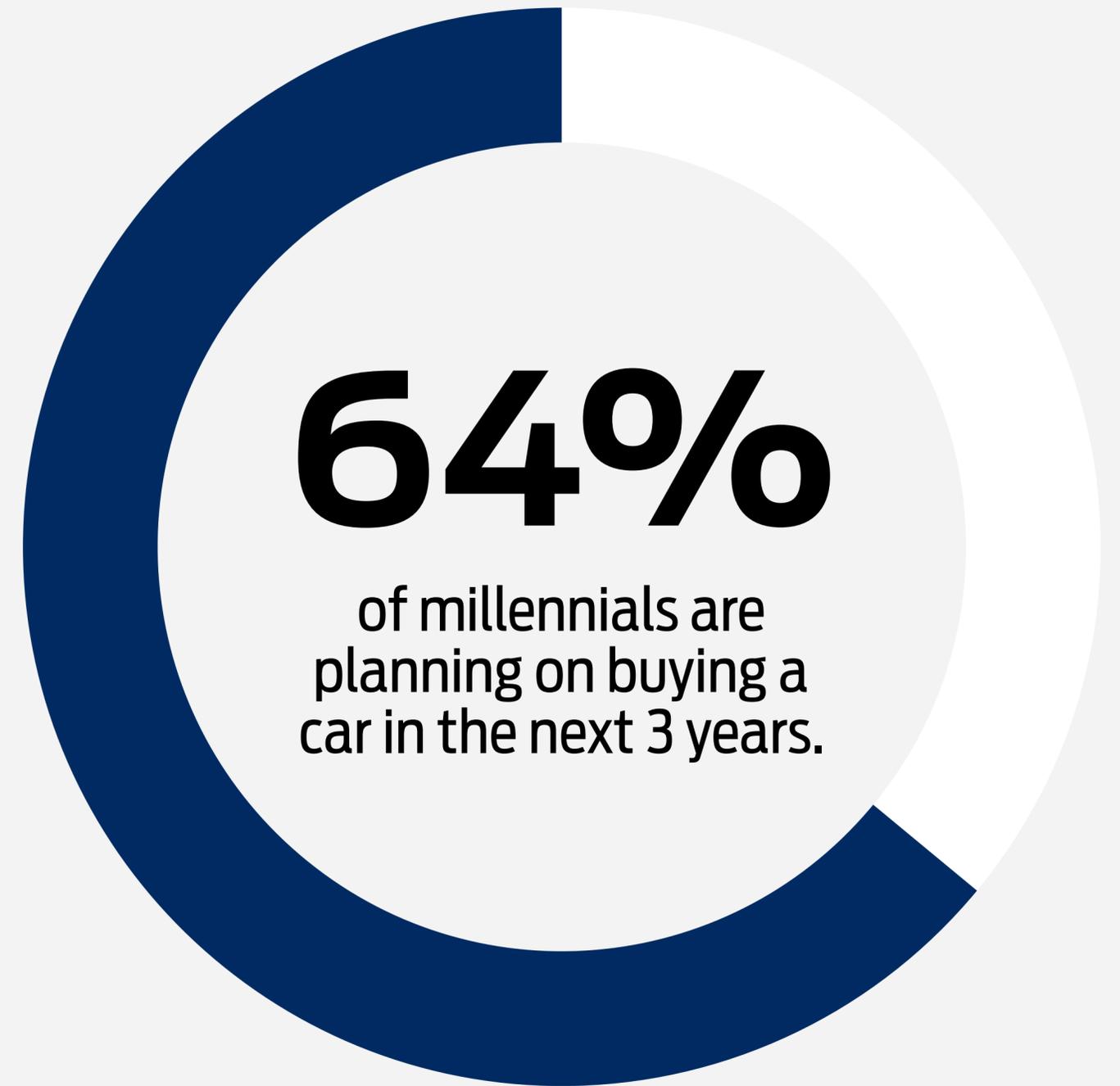
Aliesha, Mustang Owner

Key Takeaway:

**Confidence is Mustang's
benefit to young drivers.**

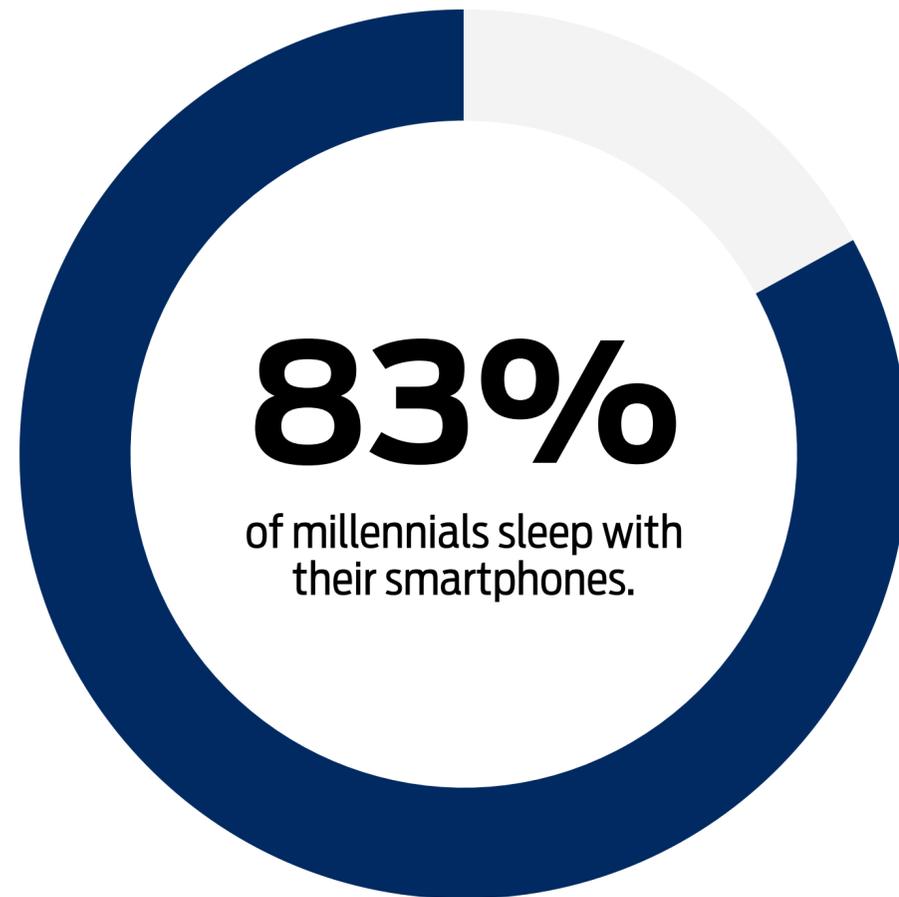
Who is the Mustang driver of today?

**Millennials are
the age cohort
most likely to
buy a new car.**

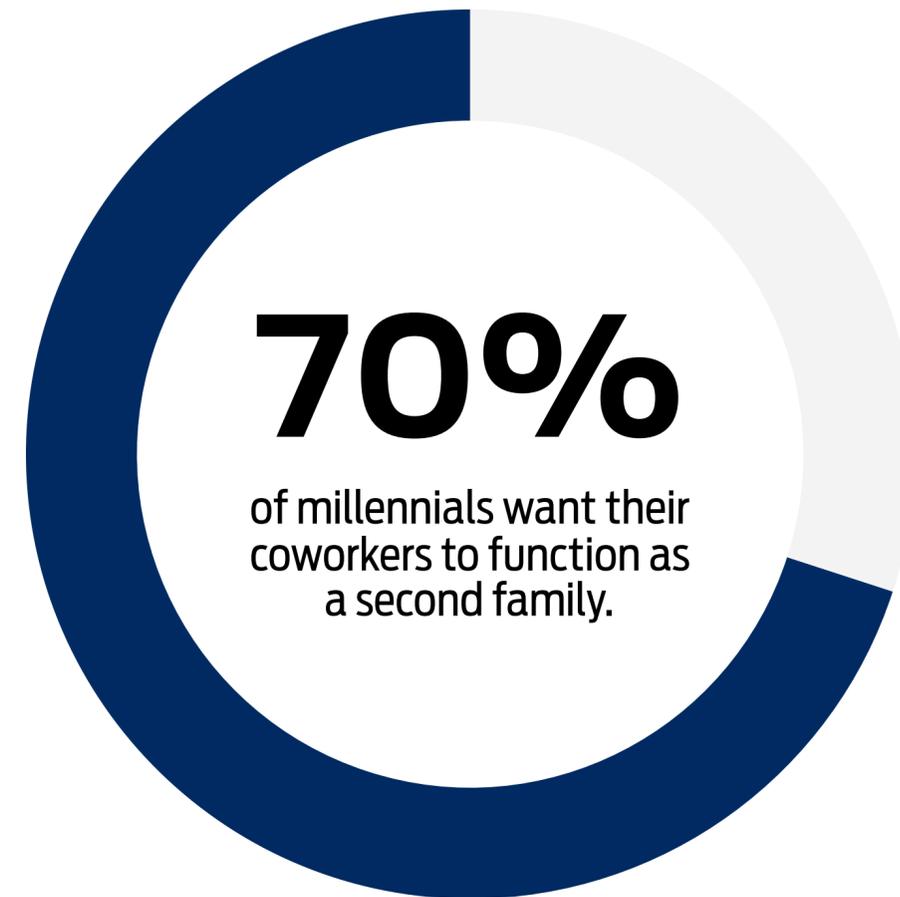


They're renowned for being constantly connected.

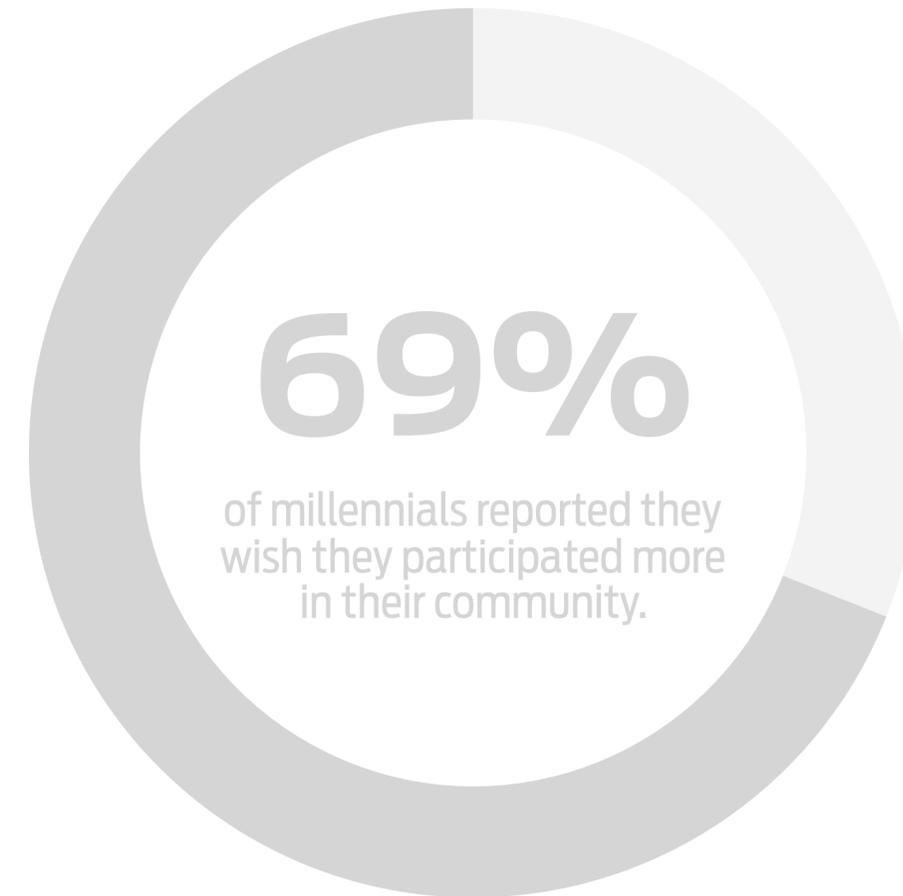
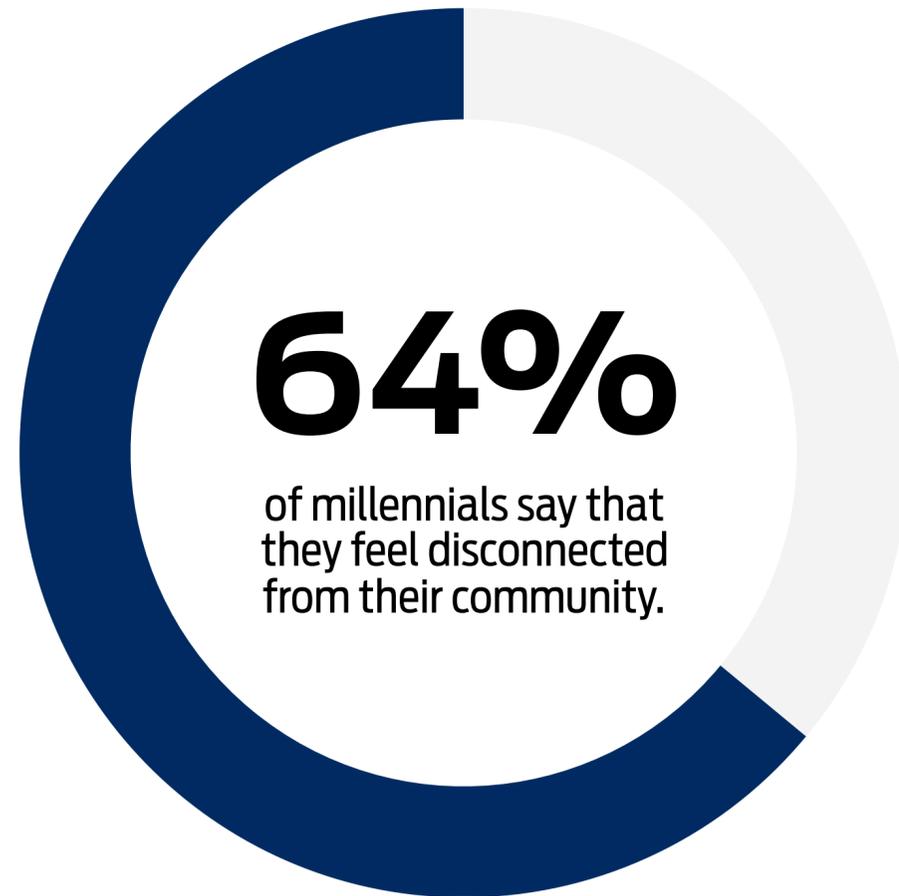
Connected in the
Digital Space:



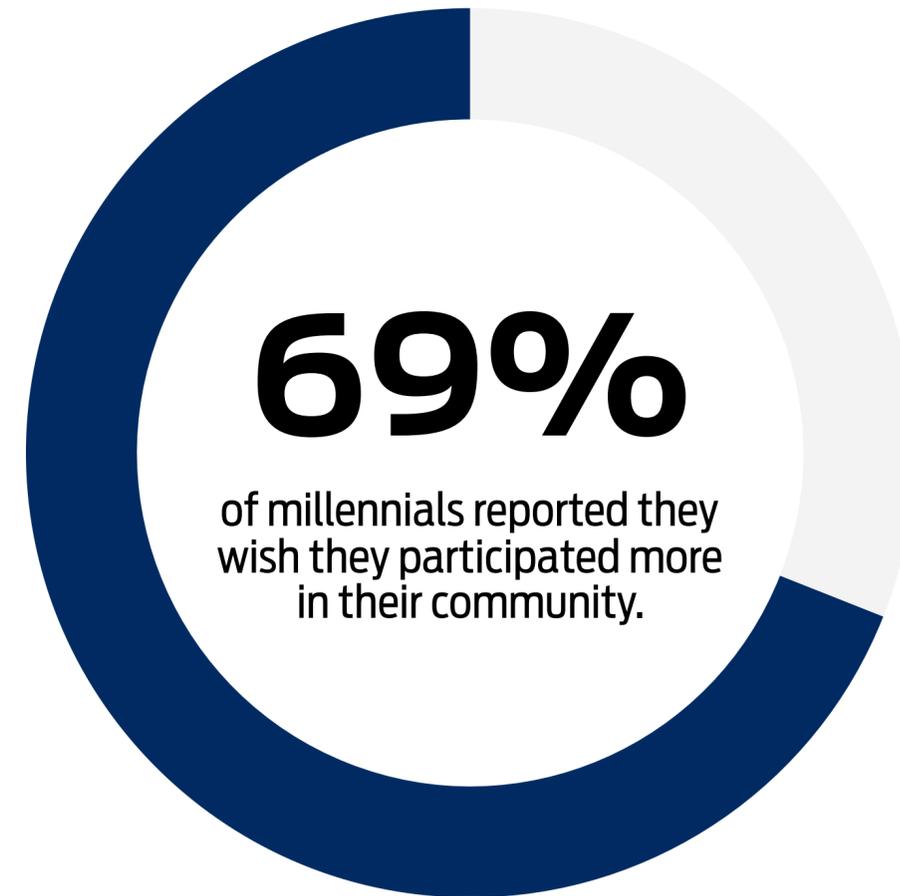
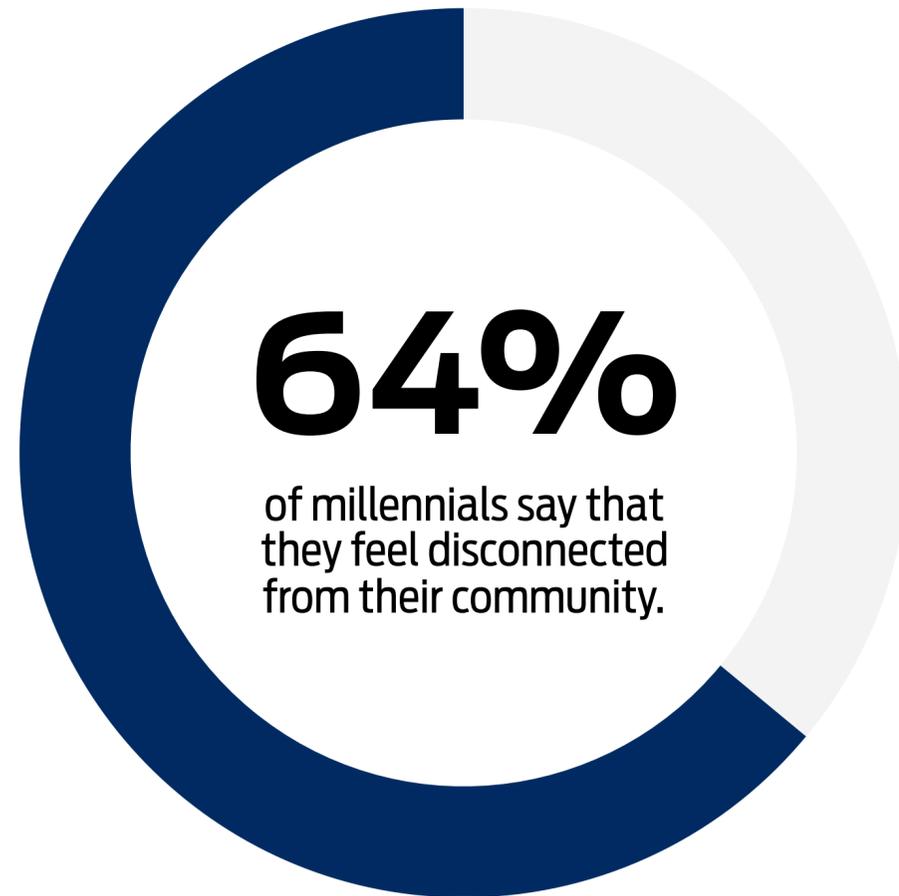
Connected in the
Physical Space:



but they're still longing for more connection.



but they're still longing for more connection.



Key Takeaway:

**Young people want to feel
a part of something bigger
than themselves.**

/Target Audience

Confident Connector

The Confident Connector is the definition of a people person. They are highly social, and won't shy away from meeting new friends. Ultimately, the Confident Connector wants to find a community that almost feels like a second family.

Whether the customer is driving to work or taking a cross-country road trip, they love being reminded that they are "in the club." They love that their car is authentically theirs, and they want to show it off and feel like they are a part of the Mustang community.

Age: 18-35

50% male/50% female

Multicultural

60K+



**Mustang already has a
devoted community.**

“I’m constantly **amazed at how friendly and enthusiastic Mustang owners are** when I’m out on the road. Having driven a motorcycle part-time for almost 20 years, I’m used to other bikers greeting me along my journey. **Step into a car and this rarely happens**, unless it’s a Mustang. Similar to the motorcycle community, **Mustang owners are a tight-knit group.**”

Jonathan Lamas, Mustang Owner

They nod at each other

 **ricardozz**
@ricardozz7

I drove my mustang for 20 min and I had 8 other mustang say hi to me. I forgot how it feels driving this.

 **sssara** 
@tiny_basic

I love having my Mustang. Because other Mustang drivers go out of their way to wave at me

 **Sander**
@SandyTooCold

Any other mustang I see I throw them a nod like what's up fam we out here

They nod at each other
and show off together.



Jorge Padilla
@jorge_padilla18

I love the other Mustang that parks right next to me every morning so that we look badass in front of all these mini vans.



tanner dobbins
@tannerdobs

I know it's not a coincidence that the only other mustang in the parking lot is always right next to me



Ansley_fuss
@ansley_fuss

I love when other Mustang drivers wave , even though it's not like an official thing, it's like hell yeah we are driving some badass cars 🤪 😁

They nod at each other
and show off together.

**There's an unspoken
camaraderie.**



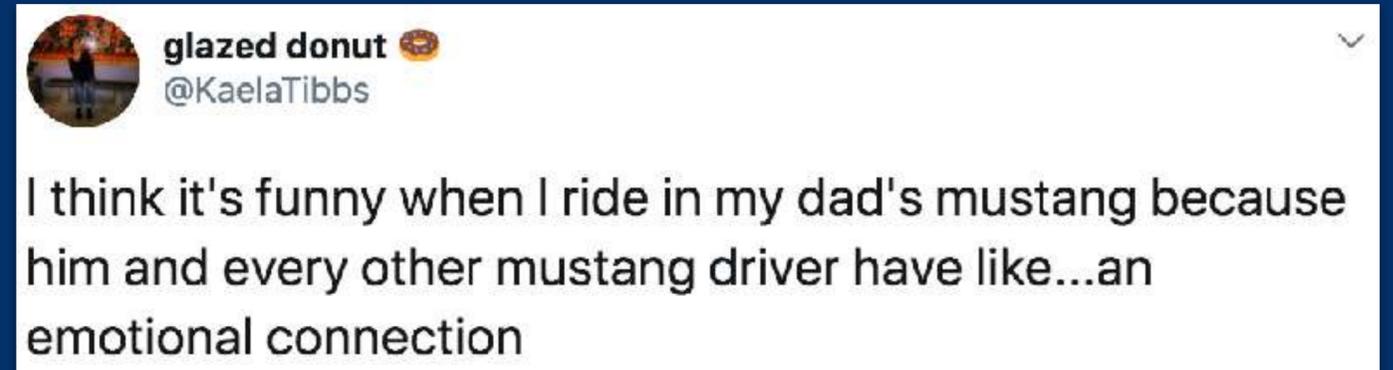
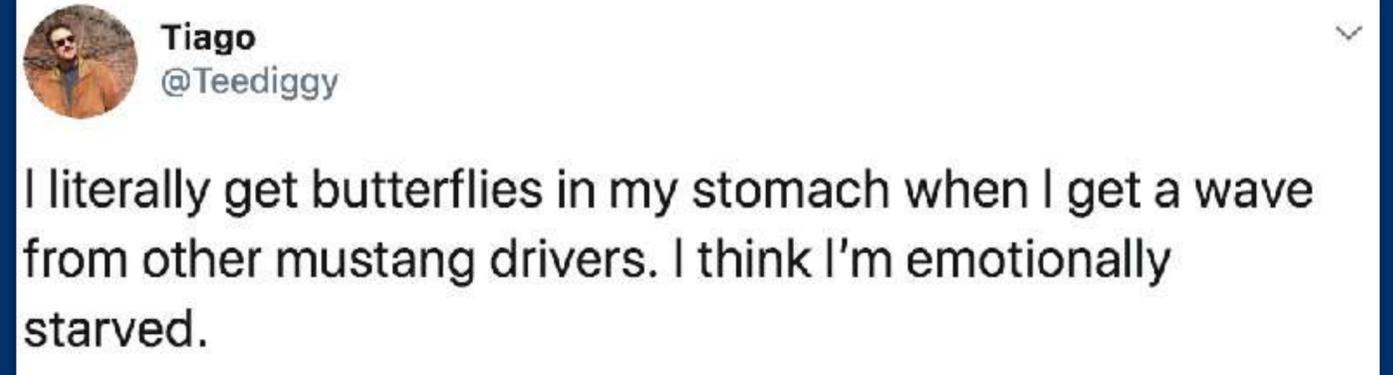
Ashley Levasseur
@anashleyl

Other mustang who helped me continuously cut off the speeding, swerving guy on the highway: I don't even know you but I love you, yes I do.

They nod at each other
and show off together.

There's an unspoken
camaraderie.

**A genuine emotional
connection.**

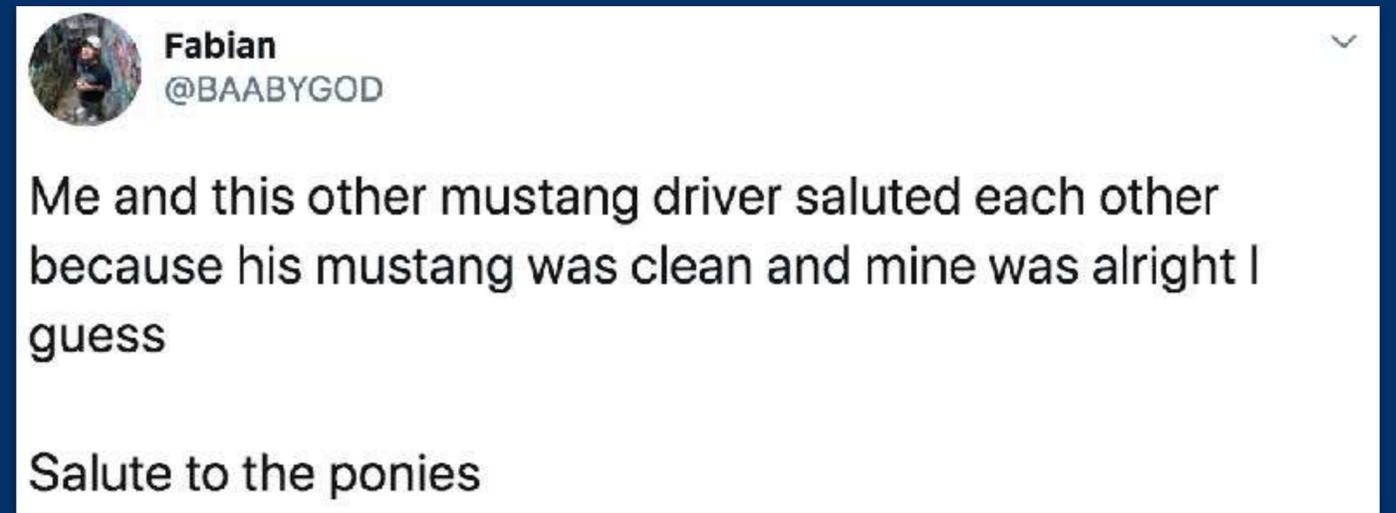


They nod at each other
and show off together.

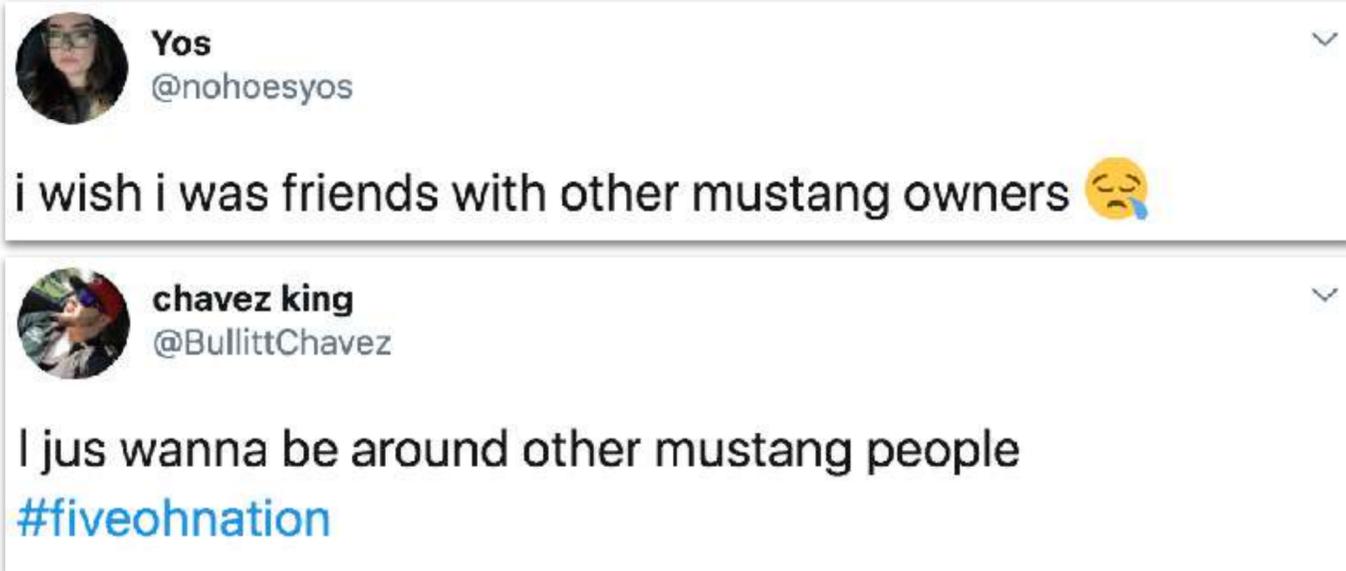
There's an unspoken
camaraderie.

A genuine emotional
connection.

**It transcends age or
Mustang model.**



Confident Connectors want more.



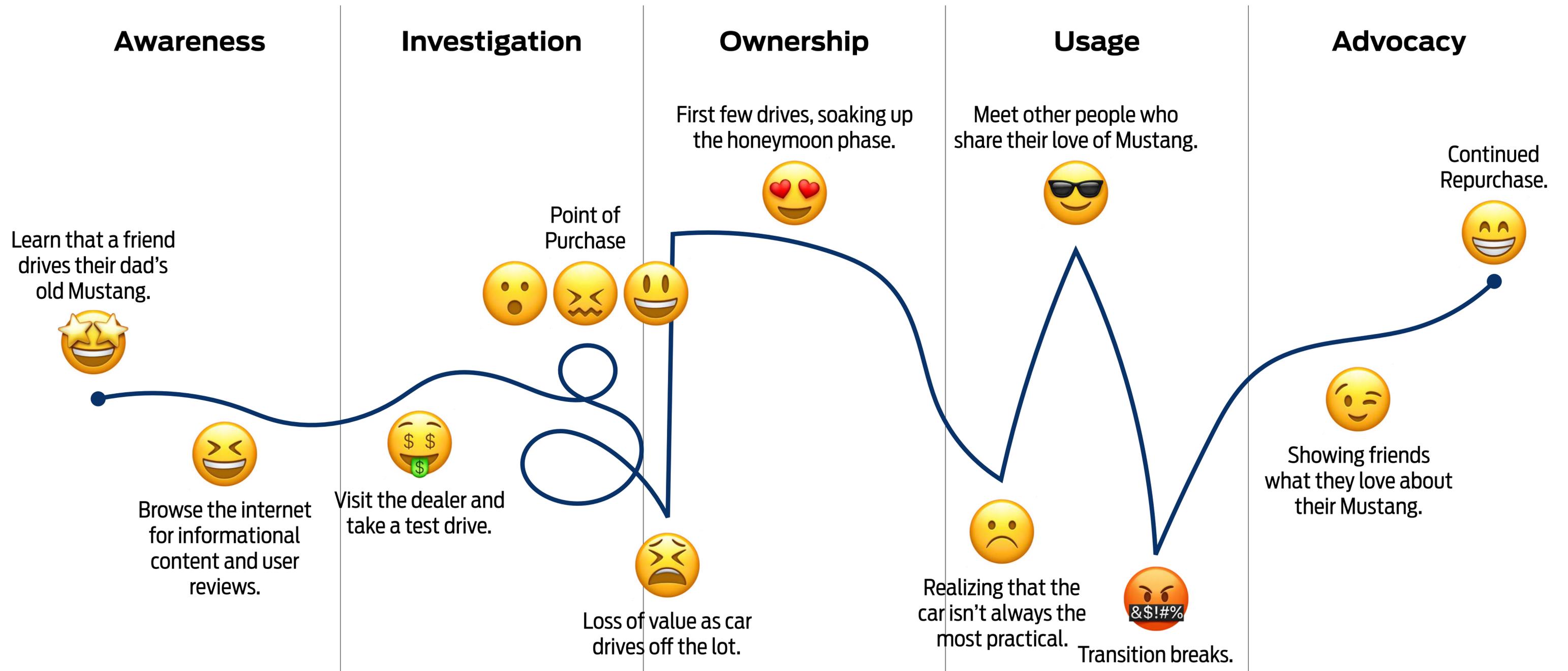
“I would definitely feel more connected if I knew other people who had Mustangs.”

Sheridyn,
Mustang Owner

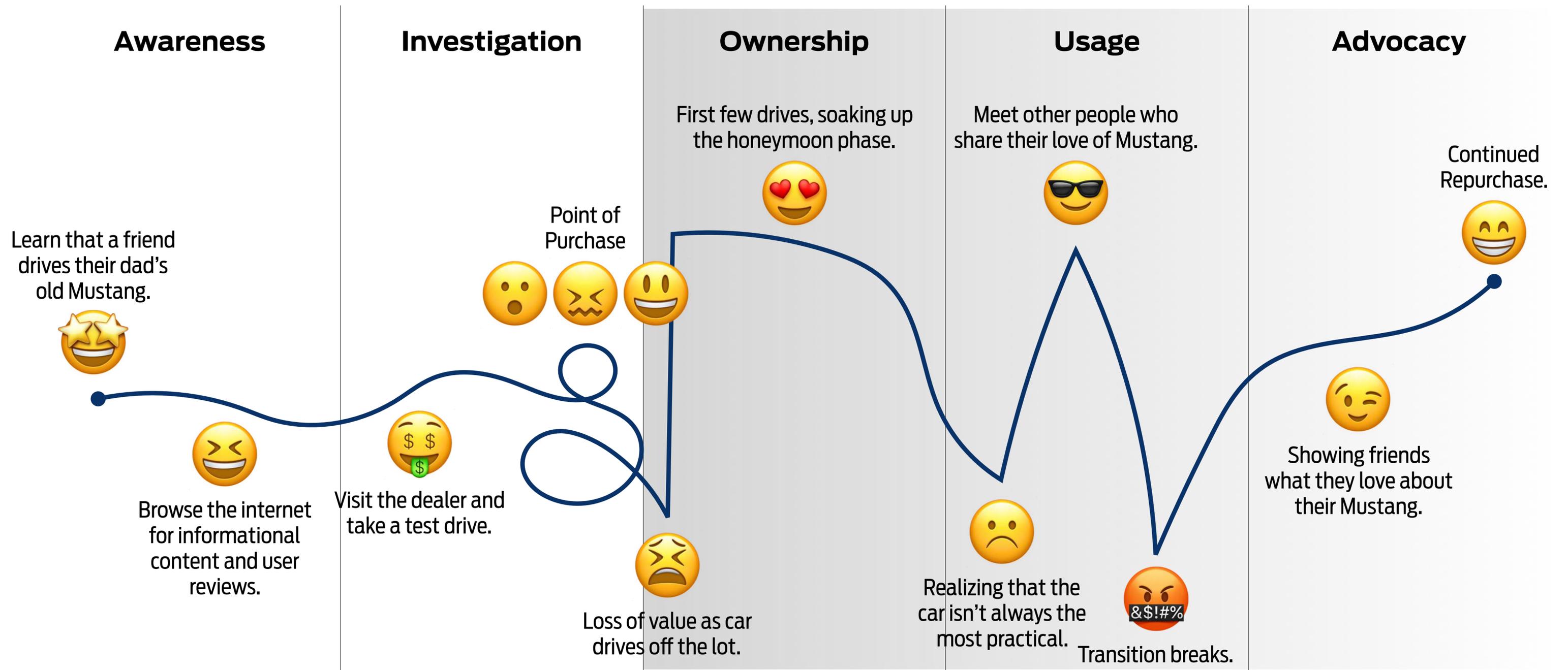
Takeaway:

**People may buy Mustang for the cool factor,
but they stay for the community.**

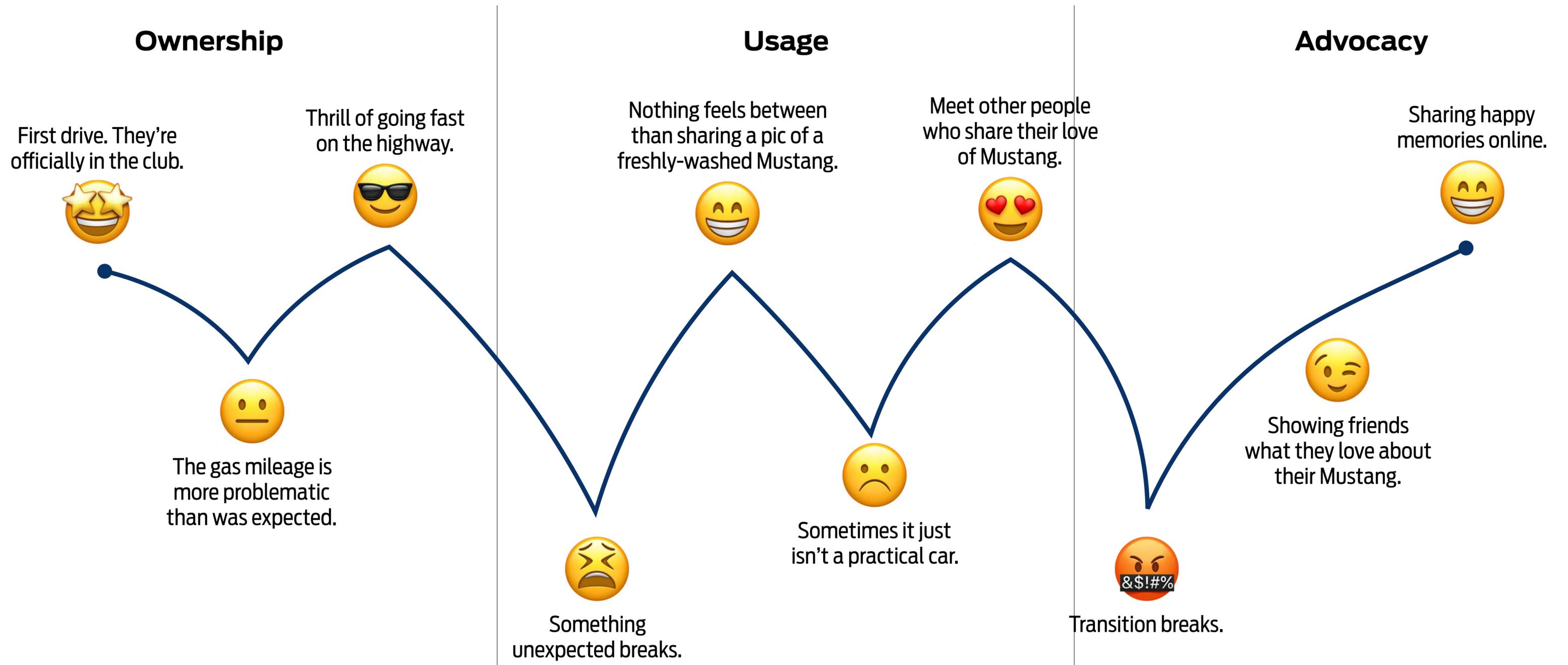
Journey from Awareness to Advocacy



Zooming in on Ownership and Usage



Highest Highs Happen Here



Drivers feel the most Mustang confidence twice a day when they're behind the wheel of their car.



Confidence Level



Consumer Journey

Morning Drive

They get into their car and drive 20 minutes to work.

Left in Lot

They don't leave for lunch. Once they get into the office, they don't interact with the car all day.

Coming Home

They run a couple errands before heading home.



Consumer Sentiment

Spicing up a Routine Commute

Surrounded by similarity, they opt for the liveliness of their Mustang for a routine that's anything but dull.

Out of Sight, Out of Mind

Their Mustang sits in the parking lot while they go about their day.

Wild and Free

Free from the responsibilities of work, they put their shades on, turn on music, and roll out. They notice people staring and love it.

Similarly, users only interact with the Mustang community when their car's around.



Sense of Community



Consumer Journey

Morning Drive

They drive 20 minutes to work in the morning. They wave to another Mustang driver at a stoplight.

Left in Lot

They don't leave for lunch. Once they get into work, they don't interact with their car all day.

Coming Home

They park next to another Mustang while getting groceries after work.



Consumer Sentiment

Membership Status: Exclusive

They feel like they are part of an exclusive club.

Out of Sight, Out of Mind

Their car sits in the lot all day and is not a topic of conversation among coworkers.

Strangers... But Not Really

They feel like they are friends with other Mustang drivers even if they don't know them.



This means opportunities to connect with the community sit idle in the parking lot for the majority of the car's life.



**And that's
Not. Cool.**

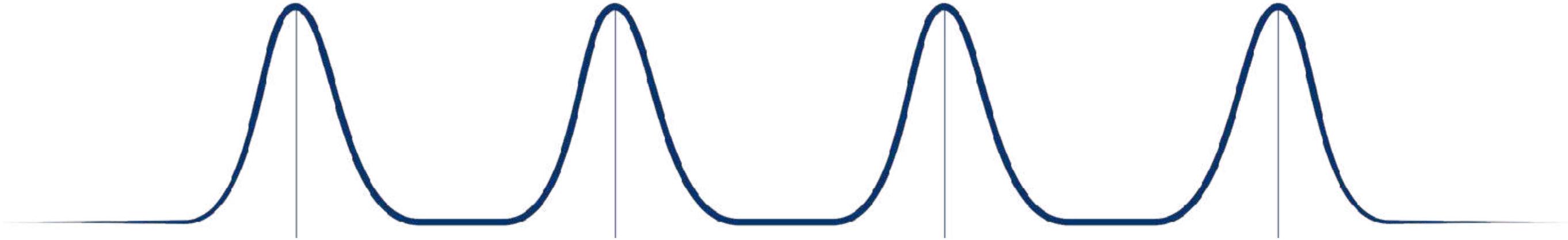
The Ask:

**Make Mustang drivers feel unstoppable
cool—just like Steve McQueen—no
matter what's powering their pony car?**

The Disconnect:

Confident Connectors leave opportunities to connect sitting idle.





A key that unlocks **more confidence.**

A key that unlocks **more community.**

All the Time.

**All the Time.
Anywhere.**

**All the Time.
Anywhere.
For Anyone.**

A **unifying symbol** that's applicable to everyone and ties them together.

The Connection:

**A key that unleashes the Mustang
community to go further**

/Big



MYSTANG



MYSTANG



**The keychain that makes
more “Mustang nods,”
even when drivers
aren’t in the car.**



Beacon Technology

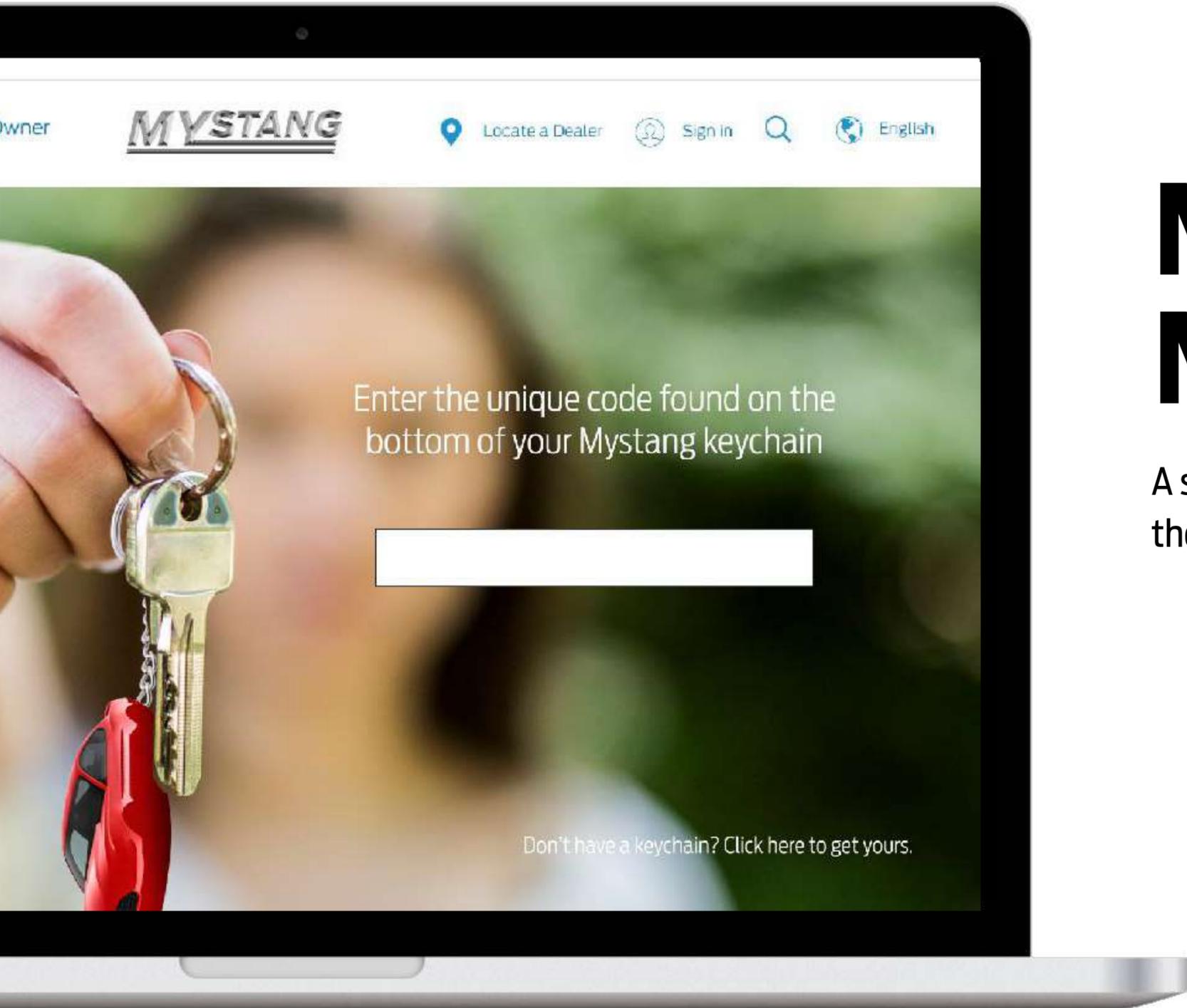
It's not just flashy, it's impactful. Confident Connectors like to acknowledge other drivers in the community. The MyStang keychain lights up when within 20 feet of another MyStang keychain.



Unifying Symbol

Regardless of age, car know-how, model of Mustang or reason for buying in, all Mustang drivers can tastefully flaunt the same symbol of membership in the Mustang community

Even if Mustang eventually goes keyless, the keychain can act as a symbol of Mustang ownership and tie the community together.



MyStang Microsite

A site where users can see the experiences they've had with their Mustang.

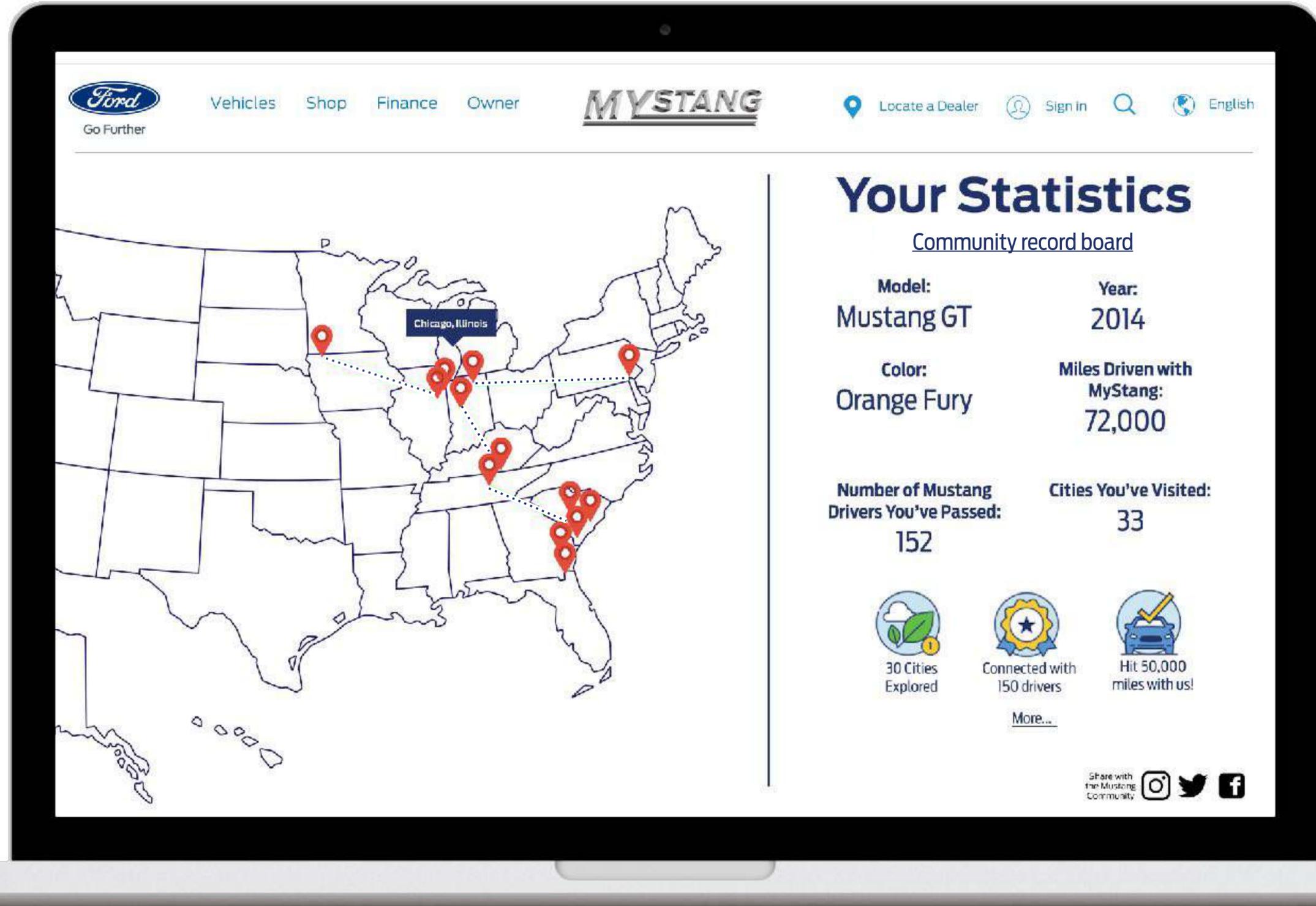
Map of cities where MyStang has been

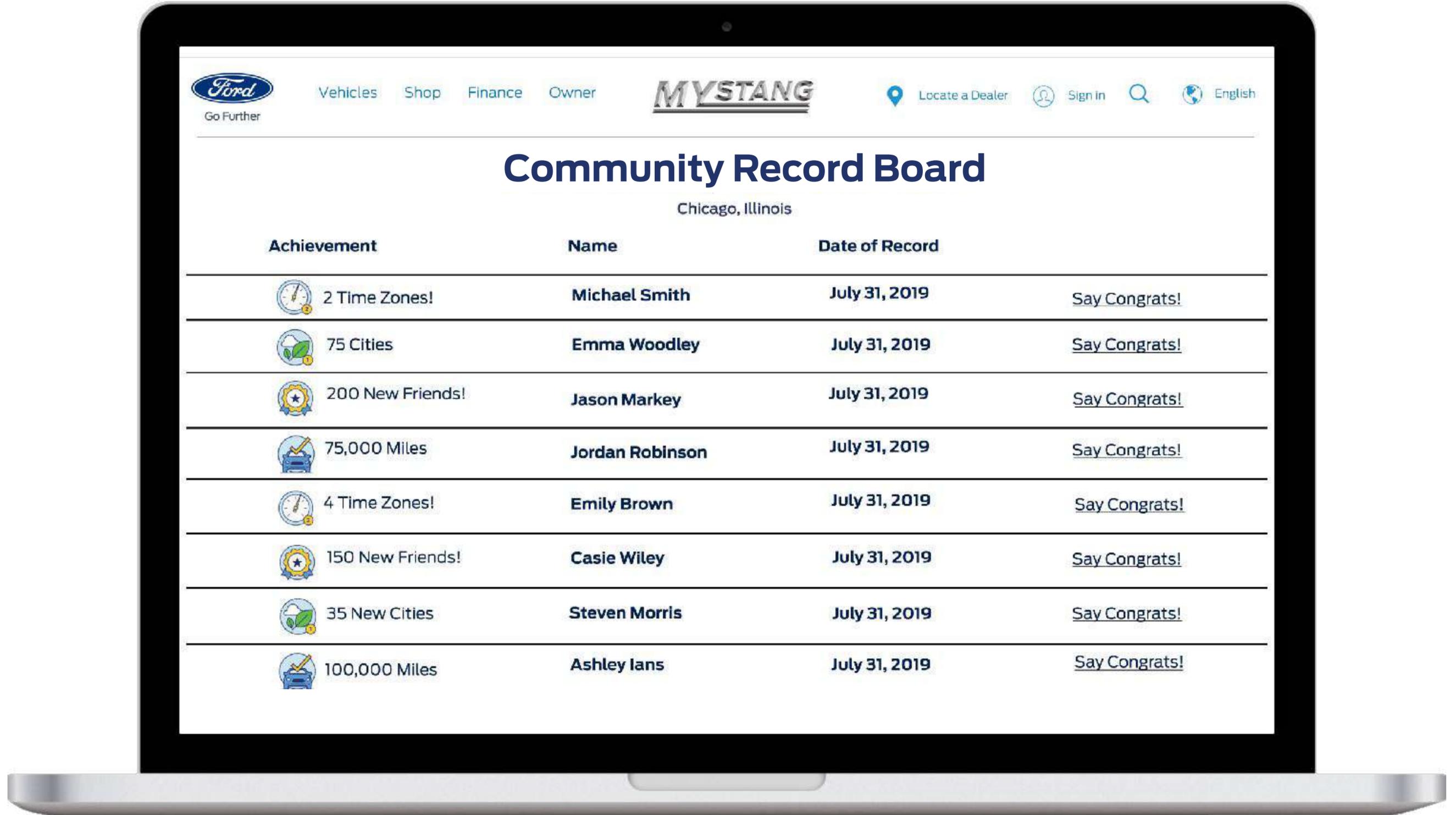
Statistics—including miles driven

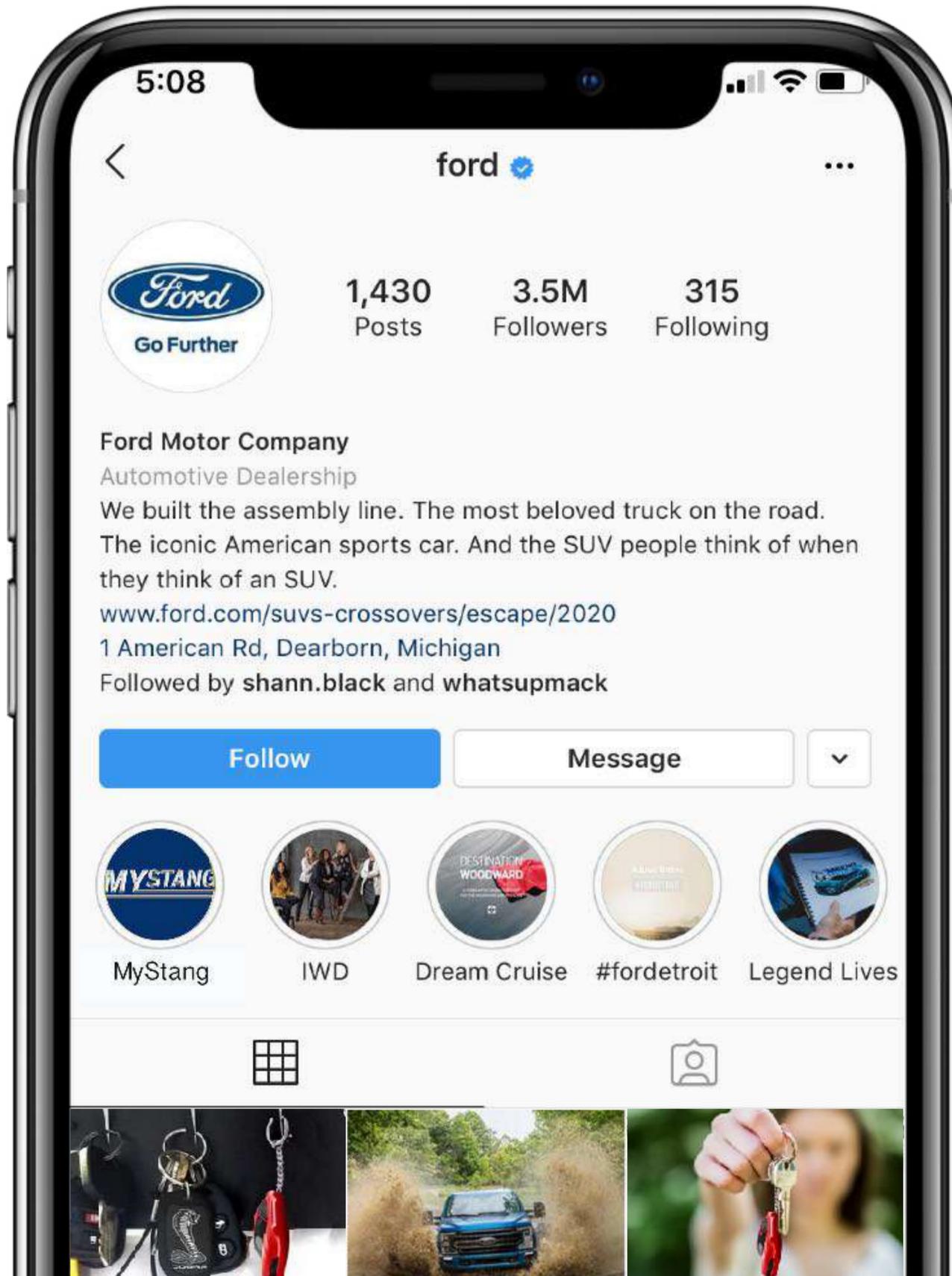
Achievement Stickers

Everything Sharable to Social

Community Record Board







Take to Instagram

Connect users through sharing their photos with their MyStang through the Ford Instagram.

Allows users to see how other members use their MyStang to feel more connected to community.

MyStang Can Go Even Further



PLUS UPS

Customized to Each Car

Confident Connectors love the authentic uniqueness of their vehicle. Each keychain is specifically designed to match its owner's car—including its model and color.



PLUS UPS

Bluetooth Tracker

With the bluetooth tracker, Confident Connectors can find their keys faster using sound and lights activated by the MyStang site.

Consumer Testing

“I definitely love the idea of the Keychain. I think it’s something that is **playful and fun, without being too over the top.**”

“The idea of a keychain to **unify the community** hits perfectly on the human need you’ve identified.”

Communications Plan

Comms Strategy

A key that unleashes the
Mustang community to
go further.

Campaign Goals

Let's engage consumers through out-of-home, celebrity idols and connected experiences.

Billboard flashes when
someone with a MyStang
keychain passes it.

MYSTANG
JOIN THE CLUB

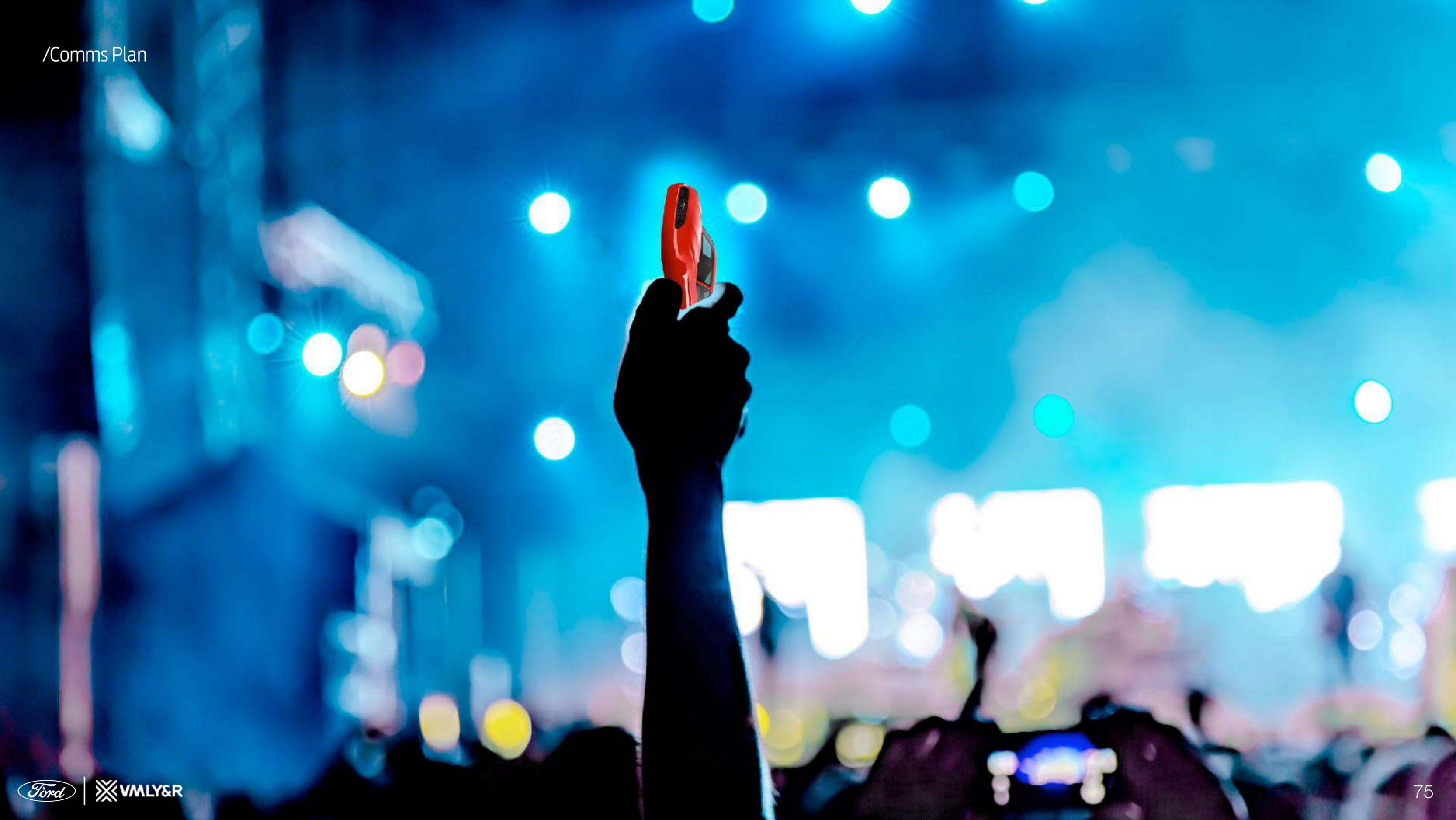
Ford
#MYSTANG

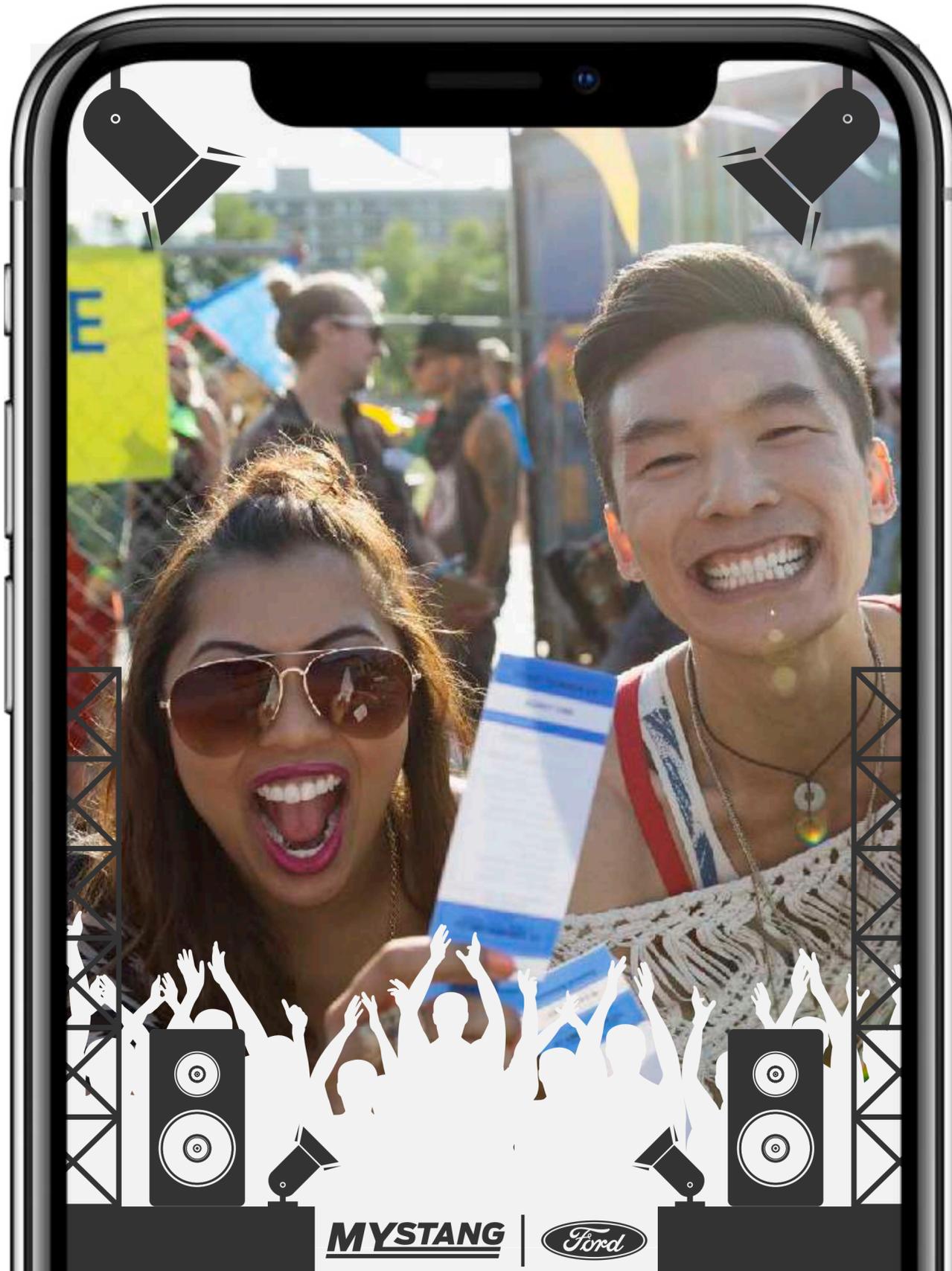




Concert Series

G-Eazy will perform free concerts in select cities exclusively for MyStang keychain holders. Attendees' keychains will act as their ticket to entry.





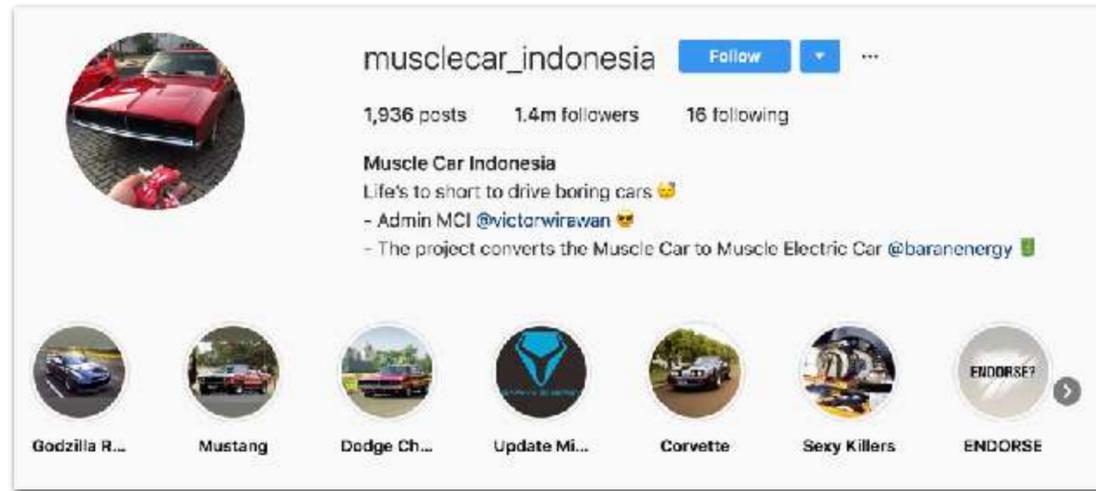
Snapchat Filter

Users will have the opportunity to snapshot their memories and spread MyStang branding on their stories.



Celebrity Promotion

Celebrities who also own Mustangs will promote the MyStang on their social media, raising awareness and desire for your very own keychain.

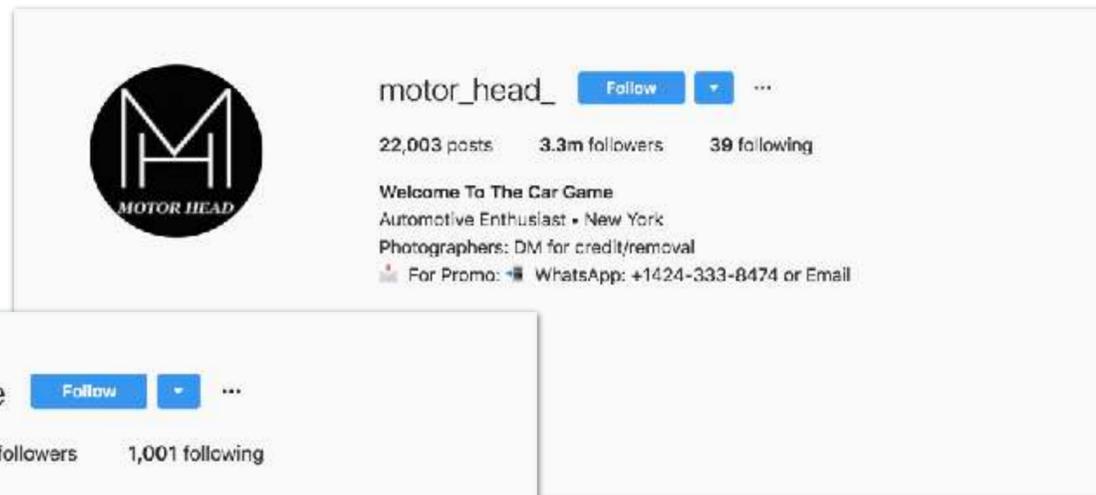


musclecar_indonesia Follow

1,936 posts 1.4m followers 16 following

Muscle Car Indonesia
Life's too short to drive boring cars 🤘
- Admin MCI @victorwirawan 🤘
- The project converts the Muscle Car to Muscle Electric Car @baranenergy 🇺🇸

Godzilla R... Mustang Dodge Ch... Update Mi... Corvette Sexy Killers ENDORSE?



motor_head_ Follow

22,003 posts 3.3m followers 39 following

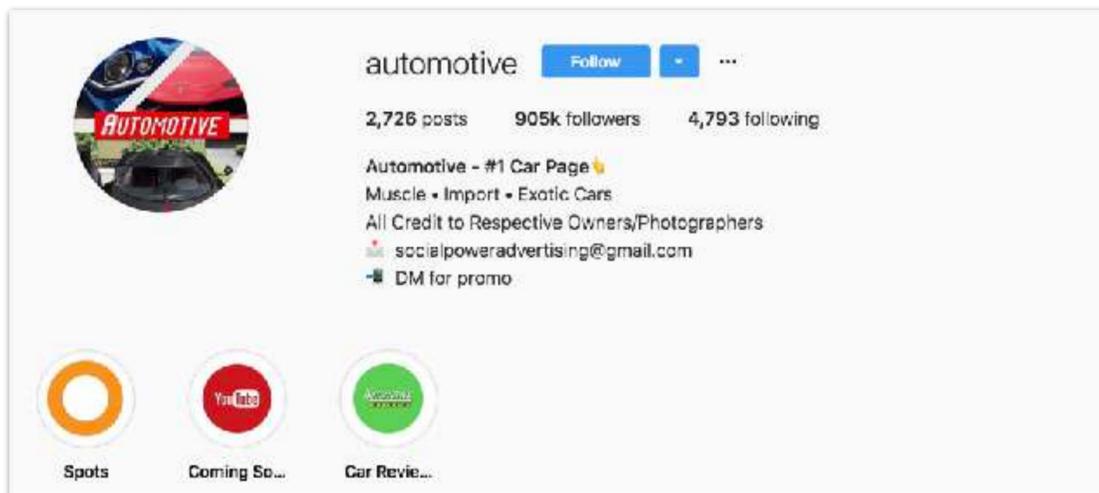
Welcome To The Car Game
Automotive Enthusiast • New York
Photographers: DM for credit/removal
📞 For Promo: 📱 WhatsApp: +1424-333-8474 or Email



thatdudeinblue Follow

3,019 posts 263k followers 1,001 following

David Patterson
Automotive Youtuber & Vlogger:
+ B.A. in Cinema Television
+ For you: @pattersoncarcare 📍
+ New Content ↴
youtu.be/k1dxQDN5Jes



automotive Follow

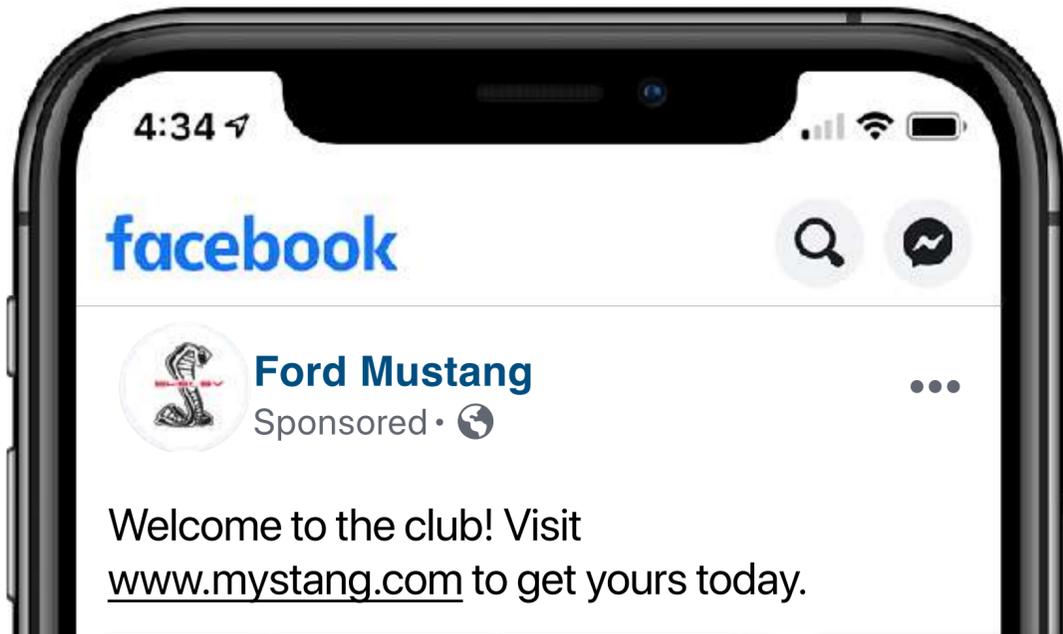
2,726 posts 905k followers 4,793 following

Automotive - #1 Car Page 🏆
Muscle • Import • Exotic Cars
All Credit to Respective Owners/Photographers
📧 socialpoweradvertising@gmail.com
📱 DM for promo

Spots Coming So... Car Revie...

Influencers

Influencers will also be utilized to promote how they feel more confident through their connection to the Mustang community.



Carousel

Below the line activations include carousel ads and paid social.



MyStang Keychain

Join the Club



Sleek Design

Join the Club



Never Lose Your Key

Join the Club



Find-A-Friend

Join the Club

96



Like



Comment

Share

 **Ford Mustang**
Sponsored · 

How do you Stang? Share your favorite MyStang moments using #mystang to be featured on our page.



WWW.MYSTANG.COM
MyStang

 Like  Comment  Share

 **Ford Mustang**
Sponsored · 

Join the club! Get your MyStang keychain to unlock exclusive Mustang perks.



WWW.MYSTANG.COM
MyStang

 Like  Comment  Share

 **Ford Mustang**
Sponsored · 

Everything you love, everywhere you go. Get your MyStang keychain to unlock exclusive Mustang perks.



WWW.MYSTANG.COM
MyStang

 Like  Comment  Share

Why It Works

PROBLEM

SOLUTION

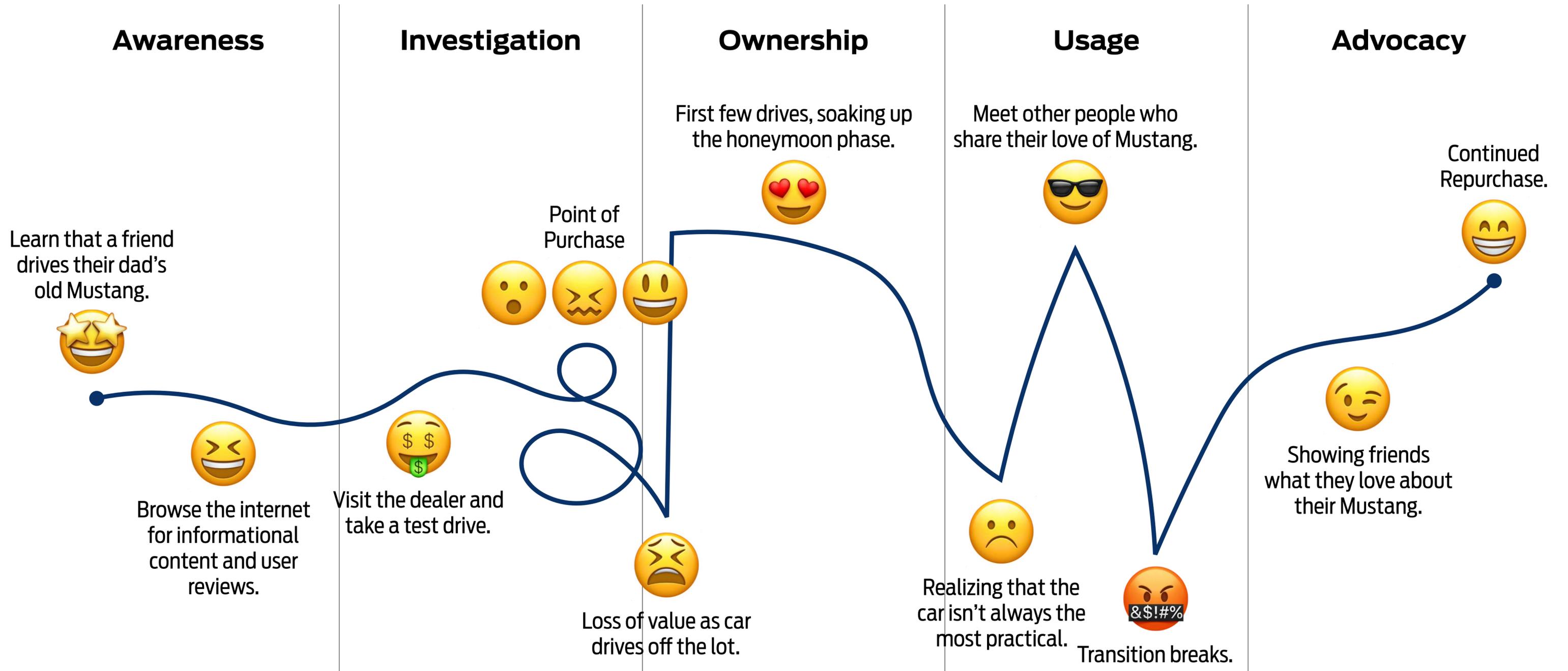
It makes Mustang drivers feel unstoppably cool

- Owner doesn't have easy access to one of Mustang's most beloved features—its community.
- It gives Confident Connectors more opportunities to access to the Mustang community all the time, anywhere.
- It ties a diverse group of Mustang owners together with a universal symbol of the Mustang community.

No matter what's powering their pony car

- One of Mustang's coolest feature—its community—is getting overlooked due to a focus on Mustang's looks and engine.
- Shows the world that the coolness of Mustang is derived from the people that drive it, not just the car itself.

Journey from Awareness to Advocacy



Journey from Awareness to Advocacy

Awareness



Influencers



Paid & Organic Social

Investigation



Point of Purchase for New Mustang Owners

Ownership



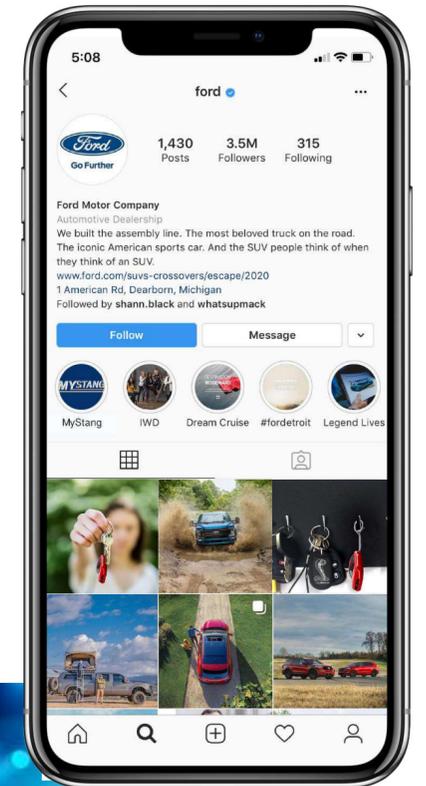
Microsite

Usage



Interactive Billboard

Advocacy



Insta Highlights



MyStang Concert Series

Drivers feel the most Mustang confidence twice a day when they're behind the wheel of their car



Confidence Level



Consumer Journey

Morning Drive

They get into their car and drive 20 minutes to work.

Left in Lot

They don't leave for lunch. Once they get into the office, they don't interact with the car all day.

Coming Home

They run a couple errands before heading home.



Consumer Sentiment

Spicing up a Routine Commute

Surrounded by similarity, they opt for the liveliness of their Mustang for a routine that's anything but dull.

Out of Sight, Out of Mind

Their Mustang sits in the parking lot while they go about their day.

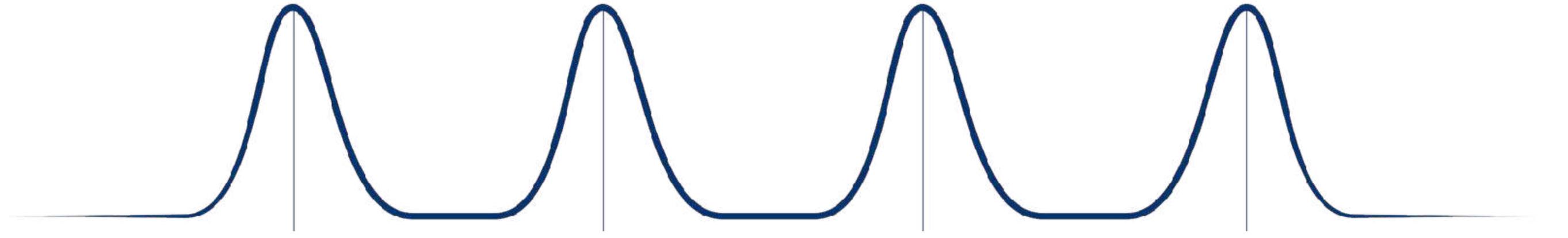
Wild and Free

Free from the responsibilities of work, they put their shades on, turn on music, and roll out. They notice people staring and love it.

MyStang gives them more opportunities to feel Mustang confident



Confidence Level



Consumer Journey

Morning Drive

They get into their car and drive 20 minutes to work.

Key Callout

A coworker notices and compliments her keychain.

Bragging Rights

They hear a coworker bragging about his Mustang, but their keychain reminds them that her Mustang's customized.

Coming Home

They run a couple errands before heading home.



Consumer Sentiment

Spicing up a Routine Commute

Surrounded by similarity, They opt for the liveliness of their Mustang for a routine that's anything but dull.

Proud Owner

They feel cool when they gets to talk about her car, but doesn't know how to casually bring it up in conversation.

The One and Only

They are reminded how cool they are to have a car that says so much about their uniqueness and individuality.

Wild and Free

Free from the responsibilities of work, they put their shades on, turns on music, and roll out. They notice people staring and love it.

Similarly, users only interact with the Mustang community when their car's around



Sense of Community



Consumer Journey

Morning Drive

They drive 20 minutes to work in the morning. They wave to another Mustang driver at a stoplight.

Left in Lot

They don't leave for lunch. Once they get into work, they don't interact with their car all day.

Coming Home

They park next to another Mustang while getting groceries after work.



Consumer Sentiment

Membership Status: Exclusive

They feels like they are part of an exclusive club.

Out of Sight, Out of Mind

Their car sits in the lot all day and is not a topic of conversation among coworkers.

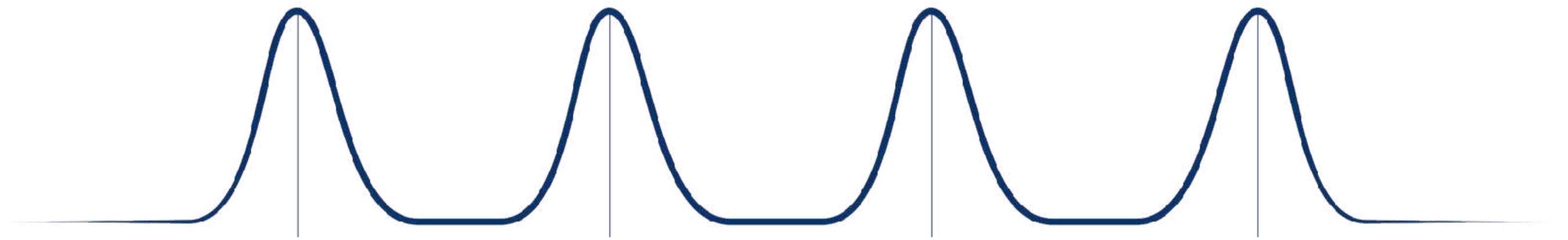
Strangers... But Not Really

They feel like they are friends with other Mustang drivers even if they don't know them.

And MyStang give them more opportunities to feel connected to the community



Sense of Community



Consumer Journey

Morning Drive
They get into their car and drive 20 minutes to work.

Conversation Starter
A coworker notices and compliments their keychain, striking up a conversation about his own Mustang.

Coming Home
They run a couple errands before heading home.

Find-a-Friend
Their keychain lights up in the grocery store as they walks by another Mustang owner.



Consumer Sentiment

Membership Status: Exclusive
They feels like they are part of an exclusive club.

Common Interests
They feel closer to that coworker now that they knows they drive the same car.

Strangers... But Not Really
They feel like they are friends with other Mustang drivers even if they don't know them.

Pleasantly Surprised
They feel a ping of excitement and spot the Mustang's driver. They notice the driver is someone different than what they would expect.

THANK YOU

MYSTANG

