A solid red square is positioned on the left side of the image. To its right are two thin, parallel white vertical lines that extend the height of the text area.

MUSTANG RECOMMENDATION



AGENDA

01

EVOLUTION OF
MUSTANG

02

RESPONSE TO
THE MACH-E

03

SURVEY
RESULTS

04

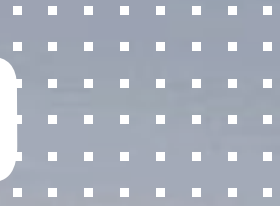
RECOMMENDATIONS

05

REVISED
VALUE WHEEL



THE BRAND HAS EVOLVED



COUNTLESS TIMES



INTRODUCING THE MACH-E



Name Change - Mustang Mach E



[Jimmy Dinsmore](#) started this petition to Ford Motor Company

The Ford Mustang Mach E should have the Mustang name and logo removed from it. It goes against the essence of what Mustang stands for in automotive history. It's insulting to the tens of thousands of Mustang enthusiasts who love the Pony Car and support Ford.

15,706 have signed. Let's get to 25,000!



garth garrett signed this petition



Peter Arnold signed 8 hours ago



William Stollard signed 14 hours ago



Chad Preisl...

@cpreisler

@Ford please stop with this #MustangMachE nonsense. It's a beautiful vehicle, but it's not a Mustang. I'm not saying that because it's electric either. Use the same wisdom you showed when you came up with a different name for the Probe.

BRAND IDENTITY

Mustang is an all-American brand that represents fun, design, and performance; Mustang consumers have a strong emotional connection to the brand and its family of cars.

BRAND IMAGE

Following the Mach-E launch, the Mustang brand image has become muddled; consumers like the car but are confused why the Mach-E is under the Mustang brand.

Our Solution: Create a Narrative that Connects the Mach-E to the Mustang Brand





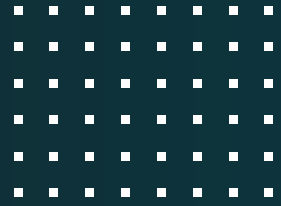
CLEARLY DEFINED NARRATIVE FOR MACH-E

“For 55 years, the Ford Mustang has been a staple of what it means to be **all-American**. Fast-forward to 2020 and the meaning of being **all-American is changing**. Because of this, Mustang has decided to launch the new Mustang Mach-E (starting at \$45,000), adapting to this new definition.

The car is still centered around Mustang’s core identity of **all-American, fun, and performance**, but now, the Mustang Mach-E also focuses on **versatility** and being **environmentally-conscious**. This isn’t the Mustang your grandparents drove around in, but it **still respects the tradition** that has made Mustang one of America’s most popular cars over the past half century.”



3 SURVEYS, 3 STRATEGIES



SURVEY #1

Informational Paragraph from Mach-E Press Release

SURVEY #2

Newly-Crafted Paragraph with Clearer Narrative

SURVEY #3

Survey #1 Paragraph Minus All Ford and Mustang References





SURVEY #1

(Current Mach-E Branding)



SURVEY #2

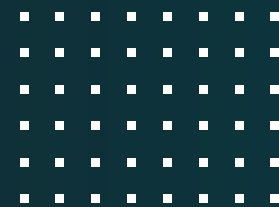
(New Mach-E Branding)



SURVEY #3

(Non-Branded Mach-E)





MAJOR SURVEY TAKEAWAYS

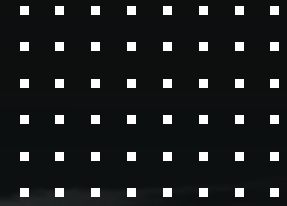
- American: 53% ↑
- Fun: 77% ↑

- Eco-friendly: 86% ↑
- Masculinity 25% ↓
& Femininity stayed the same

- Willingness to Buy: 31% ↑ for Mustang & 18% ↑ for Mach-E



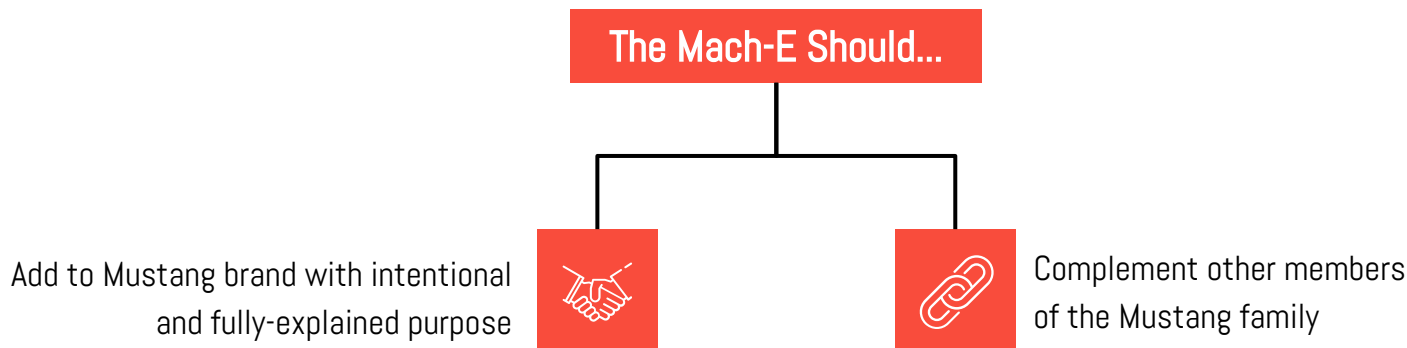
BRAND IDENTITY RECOMMENDATION



1.

ANCHOR & EXTEND THE BRAND IDENTITY

Create a narrative that connects the “old” Mustang brand to the new Mach-E



31% increase
in Mustang sales
(\$674.15M)

5-year projection based
on willingness to buy
data

18% increase
in Mach-E sales
(\$495M)



Use existing content...



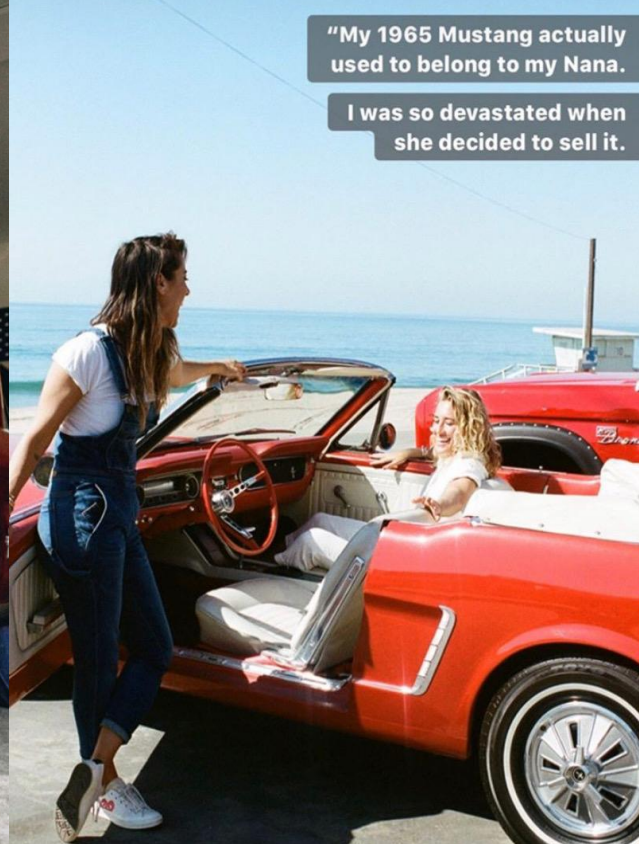
My dad (First Generation) taught me how to complete the maintenance, even though I was a girl.
- Linda, Second Generation



Working on the car with my dad and Papa Car (my grandfather), gives me a whole new understanding of responsibility and freedom.

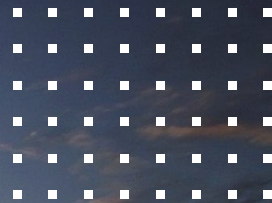
"My 1965 Mustang actually used to belong to my Nana.

I was so devastated when she decided to sell it.



...and just *explain* Mustang's transformation

EXPERIENTIAL RECOMMENDATIONS



2. ROUTE 66

All-American Road Trip



"Follow in the footsteps of America's western expansion on the most iconic route in the world with a car just as American as the journey"

\$4,000
Per person

17% margin
Est: 15,000 tourists

**\$60M Rev &
\$10.2M Profit**



3.

CAMP MUSTANG

American, Eco-Friendly, Fun



Campground on a Wild Horse (Mustang) Reserve

Horse Safari (with Mach-E),
Horse Picnics, Sunset Rides



Eco-Friendly

Solar-powered, Leave No Trace
policy, local food



Modern "Glamping" Model

"Glamping" tents and cottages.
Price point between \$1000-\$2000
per night.



Core Identity

Decoration, staff training, and
activities will all reflect the
Mustang identity.

Projected
\$36M
net revenue



3.

CAMP MUSTANG

Social Media Strategy



Intentional spots around
campsite for photo
opportunities.

Camp Mustang Social
Accounts and #CampMustang.



"GLAM HOUSE"

Partnership with Tik Tok influencers.
Offer them the Camp Mustang
experience so the brand can be
featured in their content.

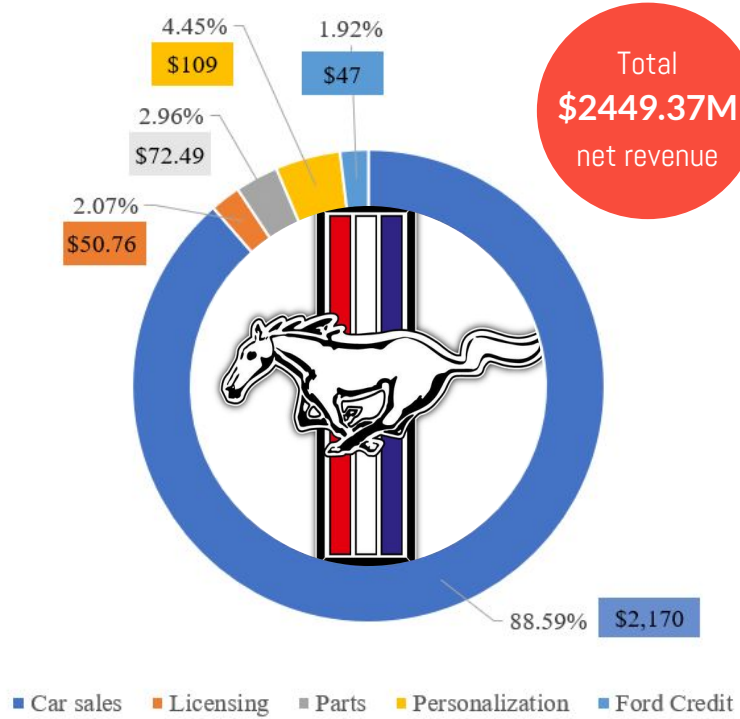
Costs

Free housing in exchange for content (Hype House, Sway LA and
Clubhouse model)

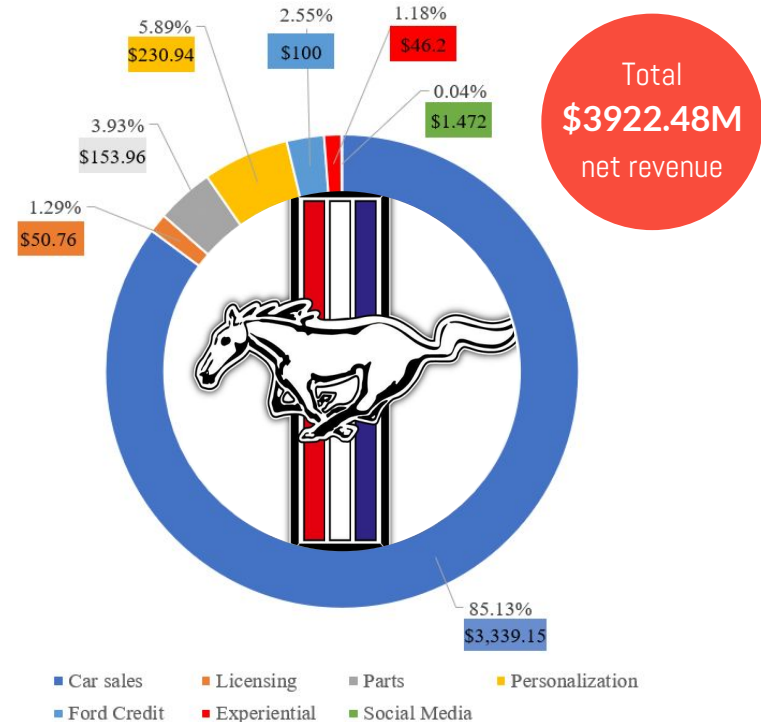


Net Revenue (in millions USD)

CURRENT VALUE WHEEL



POTENTIAL VALUE WHEEL



Increase of **\$1.473 billion** in net revenue

SOCIAL MEDIA RECOMMENDATIONS



4.

MUSTANG YOUTUBE

**For All Mustang Enthusiasts**

- Similar to *Jay Leno's Garage*
- Host interviews Mustang owners about their experiences/stories with the Mustang brand

Mustang Has Already Found Success

- Mustang episode on *Jay Leno's Garage* has over 3 million views
- Ford Youtube channel has 2 million subscribers

Brand Identity

- Shares stories of different Mustang lovers; exposing the all-American and fun aspects of the brand identity



COST

- Leverage pre-existing relationships with ad agencies to produce content
- Hire a host that represents the Mustang brand well
- Find interviewees through local Mustang clubs and social media

~\$188K
In costs

REVENUE

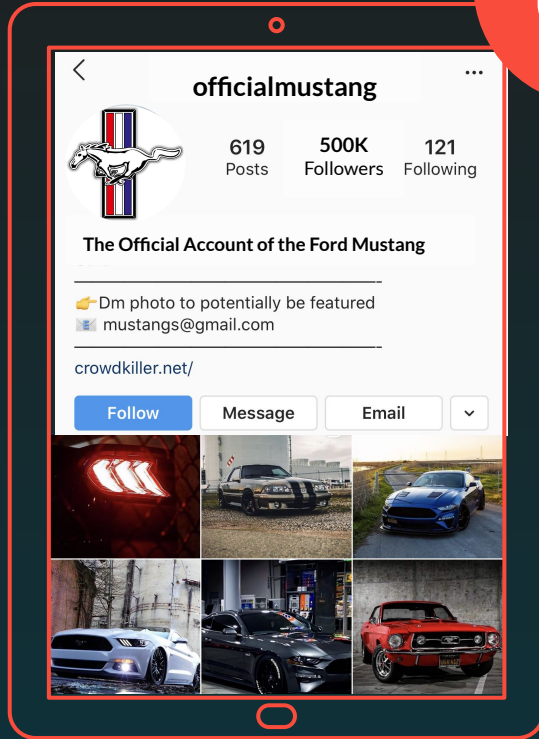
- Average Youtube ad brings in **\$0.03 / view**
- If each video receives **500k views**, Ford will make **\$15k per video**
- Financial opportunity for sponsorships and affiliate deals

~\$360K
In revenue



5.

MUSTANG INSTAGRAM



Geared Towards Mustang Enthusiasts

- The “original” Mustang account
- Increased engagement from those already posting about Mustang (~12 million posts)

Source of Owned Media

- Control over the brand’s messaging
 - Incorporate **brand identity recommendation**

Measures Mustang’s Intangible Value







- **Instagram analytics** offers insights on...
 - Page interactions
 - Individual post engagement
 - Audience demographics



SPENDING MONEY ON INFLUENCERS

- Sponsor influencers and reshare the content they create
- Estimated cost per influencer: \$100 per influencer (10 influencers, 3 posts each)

Estimated
Cost of
\$3,000

Top 50 Influencers ⓘ			
View All		View Bios	Influencer Score ↓
	joe rogan st... @films_r6	Bio	6.4
	zach @_xios	Bio	4.6
	sebastian @somnolentliving	Bio	4.4
	Ford Motor ... @Ford	Bio	3.2
	Emilionaire @emilionaire22	Bio	2.1
	Car Porn @Auto_Porn	Bio	1.6

SAVING MONEY ON OWNED MEDIA

- Anticipated **500k followers** (based on comparison account) reached through the account
- Value of a post: \$1,270.5 - \$2,117.5
- Post 1-3 times per day

Saved
Advertising
Spend of
~1.3 million



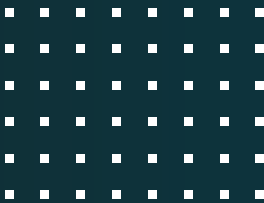
mustangfanclub

9,907 Posts 426K Followers 500 Following

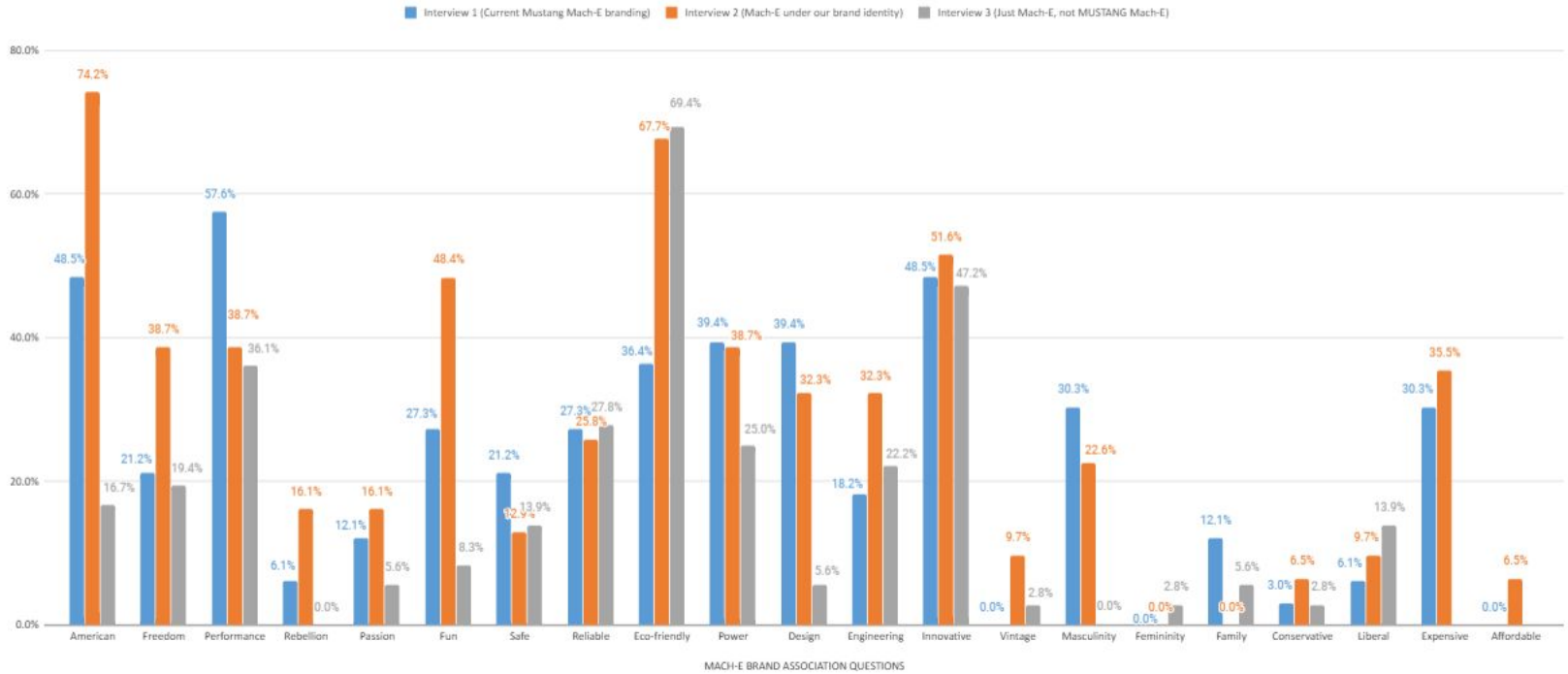
Mustang Fan Club
Digital Creator
#mustangfanclub 📱
Advertising packages available 📈
Use "MFC15" at @adamspolishes for 15% OFF
It's not just a car, it's a lifestyle!
mustangfanclub.com/2017-roush-mustang-produc...



APPENDICES

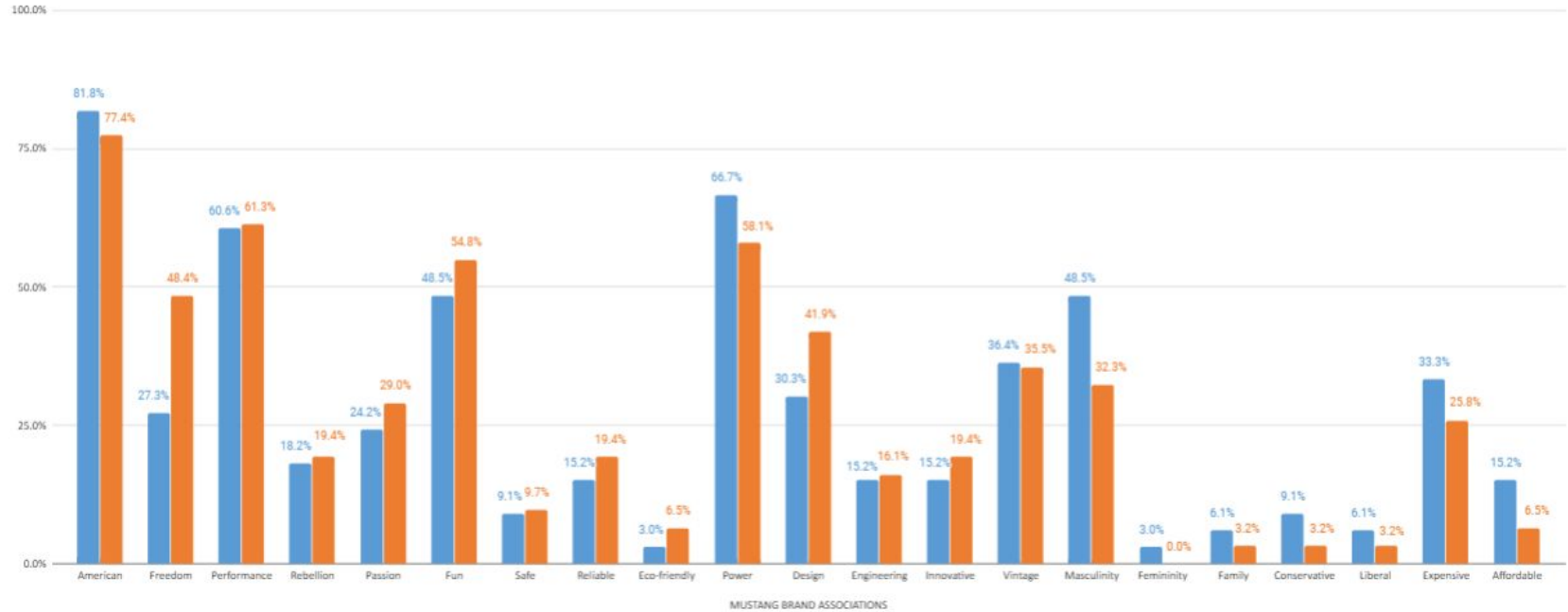


What do you think of when you think of the Mustang Mach-E?

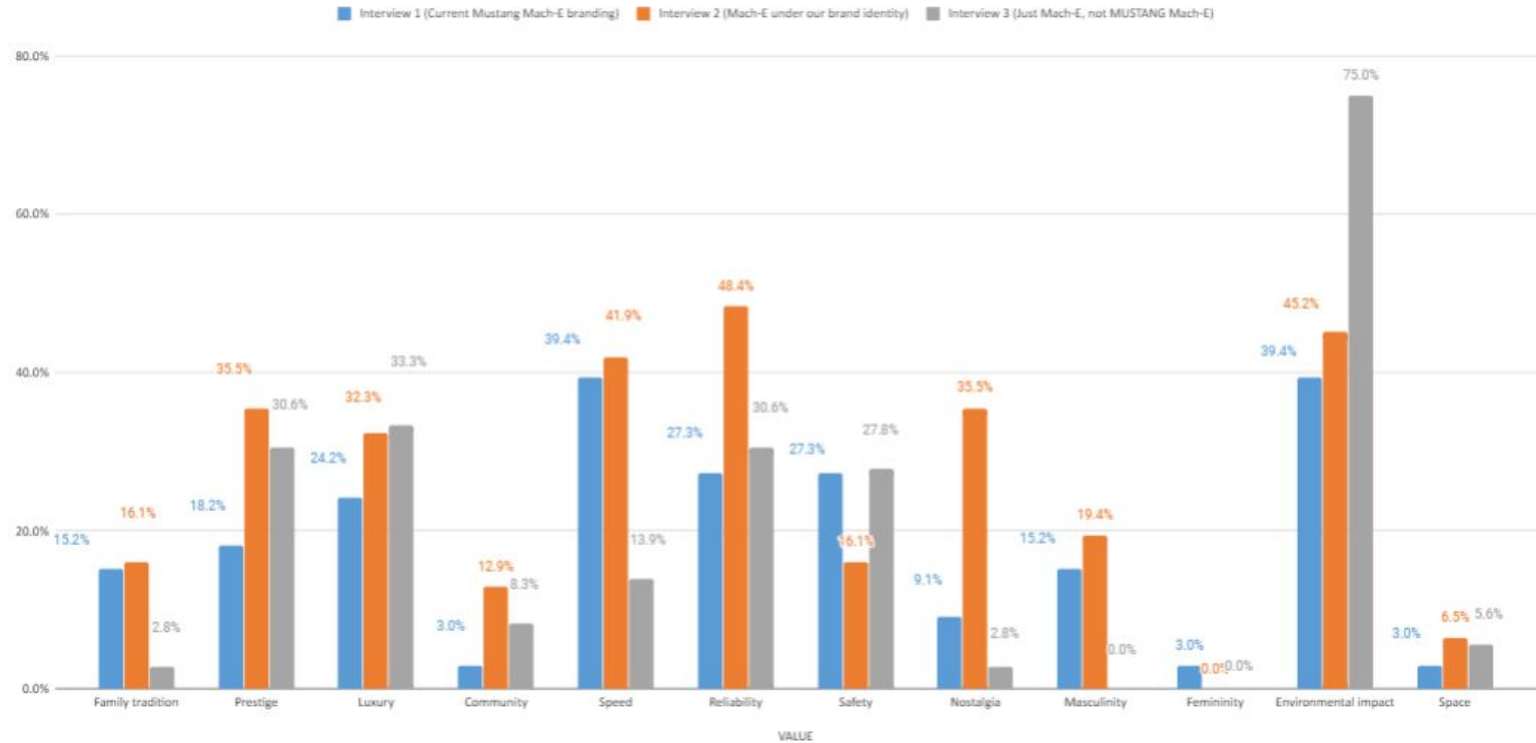


What do you think of when you think of Ford Mustang?

■ Interview 1 (Current Mustang Mach-E branding) ■ Interview 2 (Mach-E under our brand identity)



What value would you gain from driving/owning a Mach E?



What value would you gain from driving/owning a MUSTANG

