

# Capabilities Case Study

Ford DOOH Partners: CMT, Blue Bite



## Campaign Objective:

Promote the All-New 2015 Ford Mustang, while re-inventing the Ford brand and expanding the target audience.

## Proposed Solution:

Deploy 4,500+ NFC & QR-enabled mTAGs in taxi cabs in New York City, Boston, San Francisco, and Philadelphia. Give riders access to exclusive mobile content promoted on the video screens within the taxi. The mobile experience will use the latest HTML-5 capabilities with animation, rich media, and a mobile survey to measure brand lift.

## Results:

The partnership created a shareable experience which allowed passengers to take the excitement with them while also entertaining them during their ride.

