

⋮Nine

⋮Powered

REALISING BIG IDEAS

THE
BLOCK

x



R-SPEC

The Block drives significant uplift in sponsorship awareness for leading automotive company Ford

Challenge

Ford wanted to educate consumers about the wide range of Ford products available to suit a breadth of lifestyles and needs, increase awareness of the Ford SUV range and increase consideration for Ranger as a superior product offering.

Solution

The Block, Australia's longest running reality TV program and ratings powerhouse, was the perfect platform to promote Ford as being The Block's vehicle of choice. A vehicle that can handle any situation.

Execution

Ford successfully leveraged it's Block sponsorship to build brand awareness and consideration by utilising product incidentals, Ford Drive Day, Car Cam series, social support and a digital content series with Michael and Carlene.



Results

Over the course of The Block, perceptions of Ford improved across the board, with clear campaign messaging, Ford gained significant share from its competitors. The sponsorship aligned well with broader campaigns and built awareness and consideration for the Ford Puma model.

+15% PTS

PERCEPTION OF TRUST

+6% PTS

CONSIDERATION



[Find out more](#)

about how we helped Ford realise
their marketing dreams



Powered