



handbag.com – Case study

Ford Focus – Integrated partnership

Advertiser's objective:

- ▶ To drive brand awareness of the Ford Focus on handbag.com
- ▶ To create an association between Ford Focus' positioning of 'life's better when you take control' and handbag.com's brand.
- ▶ To drive traffic to the Ford Focus website.
- ▶ To persuade users to visit Ford dealerships to test drive Ford Focus'

Mechanic:

- ▶ Sponsorship of handbag.com's Business Plan Awards
- ▶ Advertorials and competitions
- ▶ Test drive promotions with vouchers
- ▶ Newsletter advertisements
- ▶ ROS banner, button and pop-up advertising

Results:

"Our year long relationship with handbag.com generated a great response and helped to change the perception of the Ford Focus brand amongst its target audience. This was achieved through an integrated and interactive approach in communicating with the handbag users"

Claire Valoti Account Director mOne



The screenshot shows the handbag.com website interface. At the top, there's a navigation bar with links for Newsletter, Member centre, Email, and Web access. The date is 5 January 2004. The main navigation includes Home, Fashion, Health & Fitness, Beauty, Relationships, Celebrity Gossip, Pregnancy & Family, and More Channels. A search bar is present with a dropdown menu set to 'Fashion'. Below the navigation, there's a 'Competitions' section titled 'Win a luxury shopping weekend in London'. The text describes a competition where users can win a day in the life of supermodel Jodie Kidd by voting for their favorite Ford Focus Ink color. A photo of Jodie Kidd is shown. The text describes the car's features and the prize. A 'Win a luxury shopping weekend' section follows, with instructions on how to win. At the bottom, there's a 'Win' section with a poll question: 'What colour Ford Focus was voted the favourite of handbag.com users?'. The options are Ink blue, Pepper Red, and Panther Black. There's a 'submit' button and a link to 'try our other competitions'. The footer contains links for Print, Email to a friend, about us, terms and conditions of use, contact us, your privacy, and site map.