



Ford Bronco 2024
Advertising Pitch & Concepts
MDIA8000

Product Description

The Ford Bronco is a powerful, versatile SUV perfect for exhilarating outdoor adventures. This remarkable car comes in two- and four-door variants and has a 300-hp turbocharged inline-four engine with a 10-speed automated or seven-speed manual transmission. The Bronco's design emphasizes its off-road capabilities, with removable doors, specialist drive modes, and a sturdy, easy-to-maintain interior.

Brand Personality

Ford Bronco falls under the ruggedness dimension of the brand personality spectrum due to its off-road ability, strong exterior, and spirit of adventure. Its toughness makes it suitable for rugged terrain and outdoor adventures. This personality type fits the Bronco's design, which appeals to adventurers and discoverers.

Bold | Competence | Rugged | Dependable | Versatile | Flexible



Target Market

Demographics:

Age and Gender: The Ford Bronco targets Millennials and a small part of Gen X who value adventure, outdoor sports, and off-road capabilities. They target a diverse age range, where target consumers are between 28 and 50. Most consumers are based in the USA, and the primary drivers of Ford's revenue are SUVs and 4x4s. (Statista, 2024)

Locations: People residing in the USA and Canada, majorly focusing on urban cities.

Gender: Women make up slightly under 50% of Ford Bronco Sport sales, but men are the major target customers. 4x4s, notably the Bronco, are well balanced. Women make up almost a quarter of 4x4 retail sales in the U.S. through July, up from 23% in 2019. (2023 Newsweek)

Income:

Bronco consumers have slightly higher earnings than the average because they enjoy hiking, adventure sports, and off-roading.



Target Market



Psychographics:

Personality and Lifestyle: Ford Bronco consumers like ruggedness and outdoor adventures. They enjoy adventurous paths and belong to communities that reflect their characteristics.

Hobbies: Off-roading, exploring, and outdoor excursions. Statista (2023). Before buying an automobile, research online. Their communication platforms may include social media and forums.

Attitudes, beliefs, and opinions: The Bronco represents adventure, toughness, and reliability.

Perception: The Bronco embodies excitement, durability, and dependability.

Media Channels

Social media advertising:

- **Platforms:** Use Ford's YouTube, Facebook, Instagram, and Twitter networks to reach a wide audience and promote Bronco model material.
- **Ad Type:** Showcase Ford Bronco features, capabilities, and lifestyles with engaging posts, videos, and interactive material.

SEO: Optimize the website and other material to rank better on Google and achieve organic conversions from target buyers who research the product before buying. This will match our social media marketing.



Media Channels

Field Marketing:

- **Events:** Attend outdoor and adventure-themed events that attract off-road enthusiasts in Vancouver, which has lush nature and better sales than GTA. Make sure the event highlights the Fraser Trail.
- **Approach:** Show audiences the Ford Bronco's features and capabilities using interactive displays, test drives, and informational handouts.
- **Target Market Engagement:** The media outlets match the target market's interests in outdoor sports, ruggedness, and adventure. Social media allows interactive engagement and content sharing with this population.
- **Research Behaviour:** Outdoor enthusiasts will likely check social media and websites for automotive information. These channels may help them study car purchases.
- **Content consumption:** The target population actively looks for outdoor activities, off-road vehicles, and adventure gear on various platforms. They are curious in other purchase alternatives for their adventurous lifestyle.

Ford can reach adventure fans who like rugged SUVs like the Ford Bronco with social media advertising, SEO, and field marketing at outdoor events.



Media Visualization



**Adventure?
Always With Bronco.**



The Ford Bronco commercial campaign “Adventure? Always with Ford Bronco” highlights its adventurous spirit and capabilities. The advertising promotes the Bronco for off-roading, outdoor experiences, and tough terrain.

For outdoor aficionados, the Ford Bronco’s motto “Adventure? Always” emphasizes its adaptability and endurance. This marketing targets potential customers that value adventure, travel, and flexibility in their vehicle selections.

Competitors

The Subaru Forester is a prominent rival to the Ford Bronco in the USA and Canada. Although the Forester lacks the Bronco's robust off-road capabilities, it possesses certain features that attract a distinct group of buyers. The Forester is renowned for its exceptional safety ratings, standard all-wheel-drive system, roomy interior, and fuel efficiency. These attributes render it a pragmatic option for daily transportation, family excursions, and mild off-road expeditions.



Bronco Advantage

Ford Bronco distinguishes itself with its solid off-road capabilities, contemporary technological features, and the ability to be customized according to personal preferences. It attracts customers who desire a more daring driving experience, offering features like trail mapping, complex off-road equipment, and potent engine options. The Bronco's comeback in popularity and robust brand legacy further enhance its appeal among off-road enthusiasts and individuals seeking a flexible and powerful SUV. Ultimately, the decision between the Subaru Forester and Ford Bronco hinges on personal tastes, lifestyle requirements, vehicle capabilities, and feature priorities.