



Ford Modernizes Global Marketing; Establishes New Creative Agency Model, Bolsters In-House Team

- Ford is redesigning its marketing operations globally to elevate the 115-year-old iconic brand. With this transformation:
 - Ford names BBDO as its lead creative agency
 - Wieden + Kennedy joins as innovation partner for specific projects
 - WPP remains key part of Ford's multi-agency team, leading activation
- Ford also is creating more than 100 new in-house marketing positions tied to brand design, media tools and partnerships, digital labs and more
- Ford's new global marketing approach – part of a series of actions Ford's taking to become more fit and customer centered – is expected to yield \$150 million in efficiencies annually

DEARBORN, Mich., Oct. 8, 2018 – Ford Motor Company today announced the next step in its plan to make its global marketing more creative, agile and efficient, while delivering a more compelling brand story and differentiated customer experiences.

Following a rigorous five-month process, Ford has named BBDO its global creative advertising agency and announced Wieden + Kennedy as a creative and innovation partner for specific projects. WPP remains a key part of a multi-agency team, leading activation for Ford – including media planning, media buying, shopper and performance marketing, website development, customer relationship marketing as well as multicultural and Tier 2 dealer advertising.

Ford also is creating more than 100 new in-house global marketing positions tied to brand design, media tools, technologies and partnerships as well as digital labs and customer experience. The company also is leaning more heavily into emerging tools and technologies to personalize marketing communications and offers to in-market buyers, plus even greater use of digital platforms.

“Ford already is one of the most recognized and respected brands in the world,” said Joy Falotico, Ford group vice president and chief marketing officer. “In this pivotal moment of reinvention and transformation, we’re excited to partner with world-class creative agencies to unlock the full potential of the iconic Blue Oval.”

Ford's re-evaluation of its global marketing and advertising strategy is part of the company's work to improve its overall fitness and realize its ambition to become the world's most trusted company, designing smart vehicles for a smart world.

The marketing redesign comes as Ford prepares to launch a raft of new products in the U.S. and the world that will give it one of the freshest lineups in the industry.

Ford also is moving to flexible vehicle architectures and more common parts across models, cutting new product development time – from sketch to dealer showroom – and reducing costs.

Ford has launched a new Enterprise Product Line Management team to meet emerging customer needs, drive top-line growth and maximize returns throughout the product portfolio – much like the company manages its industry-leading F-Series pickup and Transit van business.

Ford estimates moving to a more agile marketing model represents \$150 million in annual efficiencies.

BBDO begins transitioning to its new role on Nov. 1, working closely with Ford's team of ad agencies and company marketing experts.

The company will introduce a new U.S. brand campaign later this month supporting a series of Ford vehicles.

About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 201,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.