

# Ford Fiesta Movement

## **Propaganda Situation:**

- Who: Ford Motor Company
- What: Ford Fiesta Movement social media campaign
- When: 2009 & 2013
- Where: US
- How: Bloggers and social media personalities

## **Story:**

- 2013 campaign first entirely user-generated campaign ever
- All of Ford's advertising content came from their agents
- Fiesta seen as adventure-enabler

## **Propaganda Techniques:**

- Plain folks
- Testimonial
- Bandwagon

## **Target Audience:**

- Millennials

## **Success:**

- Yes – 2013 campaign more so than 2009 campaign
- 30% gain in consumers under age of 25
- 50,000 people requested info about Fiesta, 97% of which had never owned a Ford