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The Canada -USSR
Super Series

23
A conceptual submission for consideration
of Ford of Canada.

90

Checklist

1. Loflaws - what about the brilliant idea that got us the acct? The ~~the~~ menu + recipe + bargain menu?
2. Bennett should hear about the "Sealed - factory to you" brilliant ideas!

It is our feeling that this series , at least at this point in time is one of those major events that can be categorized as a once -in-a-lifetime experience. Complementing that feeling and the overall importance that the event gains from day to day, we feel that although a program that would provide specific product commercials for existing product, or commercials pieced together with no consumer link, could be utilized, Ford of Canada should create and produce ~~specific~~ special commercials for the special event. Our content should be as important to us and the viewer as the environment that it is in. It should show our concern that we feel the impact of the event as much as the participants and the public.

With the degree of time becoming more and more of a factor, we must act quickly to assure of proper quality commercials and proper quality content.

The remainder of this document will deal with some possible ways to ~~achieve~~ achieve this objective.

It is our hope to apply our available commercial minutes into a structure that allows us to program 12 commercial minutes in Games 1 through 4 and 20 commercial minutes in Games 5 through 8.

The "Canada" section of the ~~series~~ series would carry 8 minutes of corporate commercial content plus 4 minutes , broken into 2X60" and 4X30" of a special promotional concept geared to steer customers into the dealerships to get name registrations .

The "Russia" section of the series would carry the product announcement commercials plus Motorcraft involvement.

CORPORATE

(General rationale as attached)

SUGGESTION A:

A four minute approach on how Ford of Canada does business

The structure is two ~~thirty~~ thirties , one to open and close the series and 3 sixties to form the content.

If this were the selection, they would be aired ~~tw~~ as a set twice in the opening 4 games.

Since ~~were~~ partially along the road of development of this concept we have continued to carry it to a ^{scripted} script state.

SUGGESTION B The Checklist

This concept relies on devising a ~~the~~ checklist that must be personally signed before the customer takes delivery. It would assure that person that his car is in absolute perfect running order when it is placed in his hands. Each person responsible signs his own name and will be held accountable for that function. This means that the customer gets the car in the state that he ^{dealer} wants; the ~~dealer~~ releases a car that he is satisfied is representative of the quality he is selling and servicing; the employee is deeply involved with the process and there is a responsibility exhibited. We would suggest a 30 second commercial and ~~two~~ sixty second commercials to unveil this concept.

COMMERCIAL CONCEPTS

1. 60 seconds

Again we urge the use of Mr. Roy Bennett as the spokesman of the concept. In the initial sixty we would open with a tight shot of Mr. Bennett who begins to tell us of the program and as he talks he ~~walks~~ walks toward camera. Camera opens to wide shot of a long line of a variety of people representative of the personnel who are responsible for the signing and carrying out of the checklist that must accompany every car that is sold. Mr. Bennett covers some of the things that are done. He carries the physical list with him and indicates to some of the people that this person may do this and that person does that. He continues his ~~walk~~ ^{walk} down the line of people toward camera. As he emerges we see that he has been walking through a representative dealership and he stands in front of it with the whole line of people standing behind him. The theme is supered and would be something like Ford of Canada. We're not happy unless you are.

69 seconds

2. The second commercial in the series would be directed to the specific checklist itself. This would open with Mr. Bennett dealing with the concept of the checklist idea and then the camera would move to Mr. Bennett indicating the details of the actual checklist. He would only cover some representative areas of the list and we return to a tight shot of him as he tells us the remainder of the story. Super the same as above.

"We're not happy unless you are."

3. 30 seconds

The thirty second spot is a straight talk from Mr. Bennett directed at the consumer. Mr. Bennett would be standing at the front fender area of a new Ford vehicle. His message would state that there are two sides to the check list idea. Our side. And your side. The consumer side. And it's up to you not to be so wildly impatient to get your car. The best way to get it is to make absolutely sure that your car has achieved the checklist

standards as set out by the list itself. So just the same as the company and the dealer you too have a responsibility to make certain that you get the best car possible.

SUGGESTION C

The concept here is simply a presentation of Mr. J. Bennett and the people of Ford of Canada. The same kind of people that are watching this game are bringing you this game is the basic feel. Mr. Bennett would talk to the people of Ford of Canada about the things they do and about cars in general. The basic concept would be 8 different commercials bringing Mr. Bennett into contact with a variety of the people that actually make the Ford of Canada product. The idea is simply enough executed and simply enough perceived. This is the heart of business and if these people are committed so is Ford of Canada. Mr. Bennett would not hold back punches. It should be as candid and as real as possible. For example he would talk to a man off the line about what he does; how long he's been doing it; what ~~has~~ value and responsibility he sees in his job; his ~~work~~ commitment; his concern and a relative presentation of all that he stands ~~for~~ for. This would carry on into other areas of conversation in which a variety of special Ford topics could be ~~presented~~ presented. Safety. Styling. Testing. Service. Dealer body. Regional offices; the Factory; the administrative people; the research people and so on. The point is that Canadians would see their peer group represented in conversation with the president of the company. They would see themselves doing their kind of things; being responsible for their kind of special contribution; being necessary. Inherent in this series is a presentation of the corporate objectives of Ford of Canada. This is an important set of commercials. Candid. Straight. Believable. Honest and real. And they all come under one serious strong objective and theme. A theme that would be: Ford of Canada. Responsible. To you its customer. To its employees. And to its country, (Both for economical and environmental reasons.) Obviously this a strong and viable concept. It is one we feel should receive a strong degree of ~~consideration~~ consideration. It shows the president in contact with his people. It shows the people

concerned with their job. It shows the checks and balances we take. It involves the dealer and the administrative staff. And it is special and informal. It is above all responsible. Responsible. An area that leads Ford of Canada into a future of corporate approaches.

A Promotional suggestion,

2 X 60
4 X 30

The concept here is to create traffic at the dealership level to encourage people to register their names and car models that they own at Ford & Mercury Dealers all across Canada.

The suggestions that we believe may achieve this objective is one that gives away free 300,000 Russian made hockey pucks, the same as Canada and the USSR would be using in Moscow, on a first come first served basis. This means that you must go to a Ford or Mercury dealer and register as soon as possible for one of these pucks. To back it up, ~~we~~ ^{we} could possibly offer a number of Russian hockey programs as made for the games in Russia. This means that people can actually get something that is truly a part of the series.

The commercials in this area would be done by Harry Sinden, coach and manager of Team Canada and he would tell the people that he personally is bringing back these pucks from Russia for you. Thus the urgency of the response. He would do a 60 and 30 second version that could be edited into a series of spots for the exposition of the concept.

The promotional dealer level activity is obvious and exciting.

This is a strong promotional idea. ~~It could be aided by an involvement on~~
One commercial would be centered on Harry Sinden and his message and the other spot, the 30' one, would be directed to the puck as device and also the program from Moscow.

The second series of games: ~~Sank~~ Russia.

In this series of commercials, the message is strictly announcement of product. This is our new car time and there is no better time or venue for presentation. We have suggested three ways for achieving this part of the commercial application.

- 1) This concept would require us to reveal the cars^{of} both franchises, in Russia. This would mean a variety of reactions from the Russian people as well as a straight explanation from Mr. Bennett. The concept is to reveal each car of both franchises in a series employing Russian settings. We could utilize '72 cars and do tight inserts here in studio shooting.
- 2) If it is not possible to shoot in Russia, and this is currently being investigated, we could use a chroma-key technique that would allow us to shoot a certain part of the Russian backdrops and do the actual car concepts here in Canada. Mr. Bennett would again do the reveal.
- 3) The third version is to simply simulate a showroom situation in studio and have Mr. Bennett show the cars of both franchises to the viewers over the succeeding series of commercials.