

AUTOMOTIVE

Lincoln sees direct results from campaign tapping blues singer

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Lincoln Continental tv spot

By BRIELLE JAEKEL

Ford Motor Company's Lincoln has exhibited how television spots during major events are still extremely powerful with a 28 percent increase in interest on a vehicle during Grammy positioning.

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Lincoln Continental's share of interest among midsize luxury sedans grew 24 percent on this past Sunday, during the Grammys of which its spot aired. The new campaign features a performance from blues musician Gary Clark Jr, fitting with the theme of the musical awards show.

"Lincoln's Grammy appearance captured curiosity and drove consumers to research the brand in the moment," said Libby Murad-Patel, vice president of marketing and strategic insights at [Jumpstart Automotive Media](#). "As with other live television sponsorships (e.g., Super Bowl, Oscars, etc.), not only do we see an impact in shopper behavior, but we also hear from consumers through our first-hand research that television ads raise awareness of vehicles that may not have been on their radar.

"And in this case, Lincoln's traffic growth speaks to its success with the Grammy ads," she said.

Driving searches

Jumpstart Automotive Media monitored the Lincoln campaign and saw the Continental vehicle jump from its third place ranking to the top slot of midsize luxury sedan visitors.

The video shows Mr. Clark arriving to a performance in the Lincoln Continental. Shots of the vehicle are shown as he gets out, walks into the arena and begins playing.



Lincoln's Grammy ad

Once the musician begins his performance, the ad focuses on Mr. Clark, the music and his equipment. A cinematic emphasis on his Revel-brand amp alludes to the amps' design being based off of Lincoln.

Towards the end of the spot, the video cuts back to the Lincoln and encourages interested fans to listen to more of his performance at Lincoln.com.



Lincoln's Grammy ad

Lincoln's spot brought awareness to its vehicle to consumers who might not have previously known of its existence. While it may seem that the rise of digital and DVR has decreased the impact of television ads, Lincoln's Grammy spot shows it is still prevalent.

A major factor is that the Grammy's is very much an event watched live, instead of recorded.

This is Lincoln's third year participating in Grammy advertising. The ad aired three times throughout the show and once during the red carpet.

Lincoln.com offered a free download of the songs "The Healing" and "As the Train Pulls In" for the first 10,000 visitors.

Lincoln's Grammy spot

Lincoln innovation

Ford Motor Co. aimed to up the experiential ante in the auto space when it launched a new standard pickup and delivery service for all its 2017 Lincoln models as it tries to seize more ground in the luxury market.

The endeavor was positioned as a key marker of difference between Lincoln and all other cars in its class as they chase the same discerning customer. Pressing its advantage in a luxury auto market that is down 2 percent is key as Lincoln prepped the market for the return of its flagship Continental sedan ([see more](#)).

Lincoln hoped to appeal to the affluent with the 2017 Lincoln Continental.

The auto brand mailed out print pamphlets to announce that orders for the vehicle are being accepted and introduced a Black Label Experience that will appeal to more affluent consumers. The Ford-owned brand worked to reposition itself and appeal more directly to affluent consumers, competing with brands such as Audi and Mercedes ([see more](#)).

"Lincoln's appearance at the Grammy's isn't in itself unique, but its creative approach was," Ms. Murad-Patel said. "With a combination of passion, relevancy and showcasing a competitive advantage, Lincoln struck a chord with the Grammy audience, which is of particular importance for luxury brands.

"With so much competition in the luxury space, brands really have to find new ways to stand apart from others in

order to have an impact on consumers," she said. "The partnership between Gary Clark Jr., Revel and Lincoln highlighted a feature within the Continental that will be a competitive advantage among passionate music lovers, and that makes this creative that much more powerful."

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