

TELEVISION

## Lincoln continues rebranding efforts with Twitter-driven Super Bowl spot

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By ERIN SHEA

Lincoln Motor Company is continuing its rebranding campaign with a television spot during the Super Bowl XLVII broadcast Feb. 3 on CBS that was created using consumers' Twitter interactions with the host of NBC network's "Late Night with Jimmy Fallon."

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**Luxury Daily**

Comedian and late-night host Jimmy Fallon asked his Twitter followers to tweet responses to his questions about unexpected events during road trips. More than 6,000 tweets were used to create the script of the 30-second spot that will run during the game.

"Lincoln is a mass luxury brand, and it is well-suited for the Super Bowl audience," said Chris Ramey, president of [Affluent Insights](#), Miami, FL.

"The Super Bowl is a uniquely American event, and that idea is consistent with how most consumers perceive the Lincoln brand," he said.

### Steer the script

During a three-day period in December, the tweets from Mr. Fallon's fans were collected to be used as material for the commercial script.

The ad that runs during the Super Bowl will serve as a teaser to the longer 90-second

version of the commercial that will be available on <http://www.steerthescript.com>.

The site currently features a countdown to the game, additional "Behind the Script" videos and a Twitter feed that displays when users tweet with the hashtag #SteerTheScript.

The hashtag is also being promoted on Lincoln Motor Company's Twitter header.



### *Lincoln Motor Company Twitter*

Certain tweets were selected for the script of the final commercial and were brought to life through short videos posted on the Steer the Script Web site.



*SteerTheScript.com*

The responses on Twitter told various stories of road trips.

For instance, user @AllenFabijan said, “#SteerTheScript Thousands of turtles crossing the road in FL. Dad stops, so did a huge scary Harley gang! Us and the gang played checkers!”

Lincoln released a 30-second teaser video that tells the story of the selected tweets put together.

Embedded Video: <http://www.youtube-nocookie.com/embed/it1sAlHXxzQ>

*#SteerTheScript Official Lincoln Commercial Preview*

Having a commercial based on Twitter interactions could help the brand gain a stronger following and boost the excitement for its Super Bowl spot.

Aiming high

Lincoln’s Super Bowl efforts come as an extension of its rebranding campaign.

Previously, the Ford Motor Co.-owned auto brand targeted its rebranding message and video to readers of The New York Times’ mobile and digital outlets as the buzz for its name-change and brand-defining MKZ model hit the city.

At a press conference at New York’s Lincoln Center in December, Lincoln announced that it would now be named Lincoln Motor Company and produce new luxury vehicles such as the 2013 MKZ.

The ads likely tapped affluent consumers’ curiosity in the campaign and encouraged clicks to a microsite through a “Meet Lincoln” button ([see story](#)).

In addition, the automaker has taken out print ads in magazines with a large affluent audience to show off its rebranding campaign.

The automaker placed ads in the January issues of Condé Nast’s Architectural Digest, W magazine, Vogue and Vanity Fair.

The MKZ model was also featured in the editorial content of Robb Report's Luxury Preview issue that was released in January.

## The big game

Meanwhile, other luxury automakers are promoting their Super Bowl commercials to build up anticipation for the television spots during the game.

For instance, Mercedes-Benz USA is tapping star power for its Super Bowl XLVII commercial with singer-songwriter Usher and model Kate Upton.

The automaker released a teaser video, a behind-the-scenes image album and a couple of other videos for its CLA vehicle on its Facebook page to entice consumers to watch its Super Bowl ad ([see story](#)).

In addition, Audi of America gauged its fans input to decide which ending it would choose for its television commercial that airs during the Super Bowl and features its new S6 vehicle.

The German carmaker engaged its fans by allowing them to vote for one of three alternative endings for its commercial titled "Prom."

The full commercial with the winning ending "Worth It" was released Jan. 27 on Audi's social media pages with the hashtag #BraveryWins ([see story](#)).

By engaging consumers more into the commercials, brands could be tapping into the aspirational consumers in addition to the brand enthusiasts.

"Creating aspiration is an integral part of luxury marketing," Mr. Ramey said.

## Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

Embedded Video: <http://www.youtube.com/embed/Et92ezPJBNY>

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