

Ford “Flex My Lifestyle”
at
The Americana at Brand

August 14 thru 17, 2008

The Fleet | Ford Flex



Advertising and Marketing | Tactics

- Sent approximately **35,000 emails** to The Grove Loyalty Rewards Members
- Provided 20' by 50' premier space on Americana Way for “Ride and Drive” and Lounge Area executed by Automotive Marketing Consultants Inc. that included:
 - **10' by 10' pop-up tent for registration**
 - **Static display vehicle next to lounge area**
 - **Outdoor carpeting**
 - **Outdoor furniture/ seating area**
 - **Stanchions, décor, banners, miscellaneous signage**
 - **Dedicated parking spaces for three to five vehicles**
 - **Arrivals and departures from dedicated parking spaces**
- Provided Caruso Affiliated gift cards for all participants
- High traffic location along Caruso Way at The Americana at Brand in Glendale, CA

Advertising & Marketing | Outdoor Marketing Collateral



Freestanding Signage



Outdoor Signage
on Caruso Way

Advertising & Marketing | E-Marketing Collateral



Flex Your Lifestyle!

The 2009 Ford Flex is coming to town this weekend at The Americana at Brand in Glendale and you are invited to take it for a ride!

Ford delivers the ultimate smart and contemporary vehicle: the 2009 Flex—designed to electrify your driving experience—and you can try it for yourself by coming to the *Ford Flex My Lifestyle* event!

Hang out in style and comfort, take a ride and learn all about the brand new Flex, and see for yourself why reviewers and owners are raving!

On Friday and Saturday evening and we'll even show you how to *Flex Your Night Out* with some stunning entertainment and delicious refreshments as well!

August 14 - 17, 10am - 9pm and 11am - 9pm on Sunday
The Americana at Brand
Glendale, CA

For directions to The Americana at Brand, [click here](#).

Click here to enter for your chance to win a sensational 2009 Ford Flex and win one for a friend!

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Email Blast

The Property | Overall Results

- Approximately 1,525 “Ride and Drive” participants
- Crowd ranged from large families with small children to couples and singles both young and old.
- Attendance at the Americana at Brand was as follows:

Day	Attendance
Thursday	25,000
Friday	25,000
Saturday	35,000
Sunday	35,000
Total impressions	120,000

Ford Flex Ride and Drive Event | Photos



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