At a Glance

As new sponsors of the Dirty Girl Mud Run, Ford saw an opportunity to engage a fresh audience through future events. As they planned a campaign to take them through until next year’s runs, Ford needed to nail down the specific content that would best resonate with this key demographic. They turned to agencies Branch Creative Network and Jackson Dawson, who used NetBase to pinpoint the creative that most appealed to the Dirty Girl Mud Run audience. Using this targeted imagery helped Ford drive awareness and gather 41,000 sweepstakes entries – each containing detailed entrant insights to apply to future campaigns.

Challenge: Turning a One-Time Event into Ongoing Engagement

When Ford signed on as a sponsor of the Dirty Girl Mud Run in support of women’s health, they discovered a huge opportunity to engage a new audience – namely the nearly 1 million female participants the annual event had attracted since 2011. After taking part as sponsors, Ford wanted to ensure future events were even more successful.

They knew they’d need to further understand this audience segment to reach them in a fun and engaging way, and that the right insights would help shape their marketing strategy and customer journey moving forward. They enlisted Branch Creative Network and Jackson Dawson to uncover the existing behaviors and perceptions this target segment had about the Ford brand.

Solution: Taking Time to Find What Works for Long Tail Campaigns

Ford kicked off their Dirty Girl Mud Run sponsorship with a sweepstakes. The “Ford Mud Mode Makeover Sweepstakes” offered a chance at a $5,000 cash prize to entrants answering a series of questions on a campaign microsite.

Ford recruited Branch Creative Network and Jackson Dawson to identify the creative content that would best drive awareness of the contest leading up to the next run, and maximize the number of entries. They wanted to know what content inspired the most passionate response, as well as what content drove engagement for both the brand overall, and the contest.

RESULTS:

• 41k contestants entered
• Uncovered existing brand perceptions of contestants
• Increased brand awareness and engagement

"When clients come to us, it’s critical we give them clear actions that will bring the ROI they desire. We use NetBase to analyze audiences and learn what drives their behaviors and emotions to give our clients a road map based in real-time data. These insights allow for confident decision-making at every point in the campaign."

— Katherine Jacoby,
Branch Creative Network

CUSTOMER:
Branch Creative Network

SOLUTION:
NetBase social analytics platform
Knowing they'd have time to course correct over the course of the year-long campaign, Branch Creative Network applied NetBase’s social listening tools to test three types of posts on social media to see which performed best:

1. Stock imagery featuring the Ford and Dirty Girl logos
2. Images of muddy Ford Explorers and Escapes
3. Images of muddy participants with the featured Ford vehicles

According to NetBase’s data, both Ford and Dirty Girl fans most passionately responded to the images with muddy participants posing with Ford Explorers and Escapes.

Results: The Right Content Raises Awareness and Promotes Intel Gathering
Ford’s Mud Mode tour stopped at 7 cities nationwide from March through September, highlighting photos of Dirty Girl Mud Run participants posing with, on, and in the new Ford vehicles. This drove major traffic to the contest microsite, where entrants provided invaluable personal insights via a series of questions about their existing brand perceptions of Ford.

Focusing on the right creative for the audience at hand netted 41,000 entrants – and an opportunity for Ford to further understand and impact the experiences of this key segment as they continue the customer journey.

The NetBase Solution
NetBase enables progressive brands and agencies to see their brand through the eyes of their consumers and take a data-driven approach to support their most important business initiatives. Recognized as a leader in enterprise social listening by Forrester, NetBase is proven to increase revenue, reduce cost, improve productivity, and manage risk. With the NetBase platform:

- Instantly surface global insights across the social web, spanning 199 languages from over 300M sources
- Understand every post in real-time, surfacing sentiment, emotions, behaviors, and much more with NetBase Patented Language Processing
- Make instant and accurate decisions by integrating social media data with business KPIs in real-time NetBase LIVE Pulse dashboards
- Manage risk by being the first to know and quick to respond with the most comprehensive Alert Suite
- Receive best in class on boarding, support, and consulting services across your entire organization

NETBASE BENEFITS:
• Leader in Social Analytics - according to Forrester
• 99.5% customer satisfaction rate
• 9X faster than competitors
• 70% more accurate than competitors
• Fastest growing social analytics company

Enterprises Social Analytics
NetBase is the award-winning social analytics platform that global companies use to run brands, build businesses, and connect with consumers every second. Its platform processes millions of social media posts daily for actionable business insights for marketing, research, customer service, sales, PR, and product innovation.

NetBase Clients Include:

- Target
- Coca-Cola
- Visa
- Credit Suisse
- Ogilvy
- Taco Bell
- Forrester
- Leader
- Q1 2016
- Top Rated Social Media Monitoring
- TrustRadius
- Winter 2016

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