

Ford campaign drives through Africa

The Ford Motor Company is trying to build strong awareness and drive new sales through its outdoor advertising awareness campaign throughout Africa. The campaign, originated by Ford i Detroit, has identified the Focus, Ranger and Explorer ranges to drive into these markets.



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The outdoor advertising campaign has been co-ordinated by INM Outdoor in Angola, Mozambique, Mauritius, Nigeria, Ghana and Kenya, and plans to expand into Senegal, Cote l'voire and DRC.

Whereas the South African automobile market is experiencing massive declines in sales figures, sales of both passenger and commercial vehicles are apparently buoyant beyond South African borders. This is believed to be due to African territories being relatively immune to the world economic crisis, largely owing to their limited integration in global financial and capital markets.

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