

styleQUES

A BRANDED ENTERTAINMENT CONCEPT FOR THE



THE OBJECTIVE

To build a compelling digital branded content campaign designed to showcase the Ford Fiesta and organically highlight its key features and attributes.

THE STRATEGY

Engage the target demo via a multi-touch point, multi-tactic, celebrity-driven, branded entertainment program designed to generate awareness and purchase intent for the Fiesta.

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PROGRAM OVERVIEW

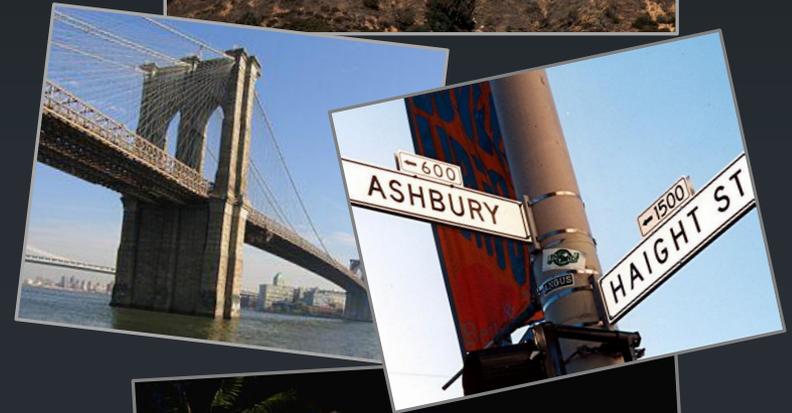
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THE CONCEPT

styleQUEST is the ultimate shopping trip as hosts Lily Collins and Danielle Bernstein visit LA, New York, Miami and San Fran to check out the local trends and hunt down affordable versions of today's top styles.

Before setting off for each new city, our hosts meet up with a celeb fashionista to find out their favorites shopping spots in that market.

After checking out each destination, Lily and Danielle will return to present the celeb with a look styled specifically for them.



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THE HOSTS



LILY COLLINS

Lily Collins' started out as teen writer for *Seventeen*, *Teen Vogue*, and *Elle Girl*. After college she turned to acting and played Snow White in the hit *Mirror, Mirror*



DANIELLE BERNSTEIN

Danielle, blogger for **We Wore What**, has been featured in the fashion world's most respected sources including *Teen Vogue* and *Refinery29*.

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THE POTENTIAL CELEBS



GEMMA ARTERTON
Actress (*Clash of the Titans*)



RACHEL BILSON
Actress (*Hart of Dixie*)



ADRIANNE PALECKI
Actress (*Friday Night Lights*)



VANESSA HUDGENS
Singer, Actress (*High School Musical*)



ANNA FARIS
Actress (*The Dictator*)



ISABEL LUCAS
Actress (*Immortals*,
Transformers 3)

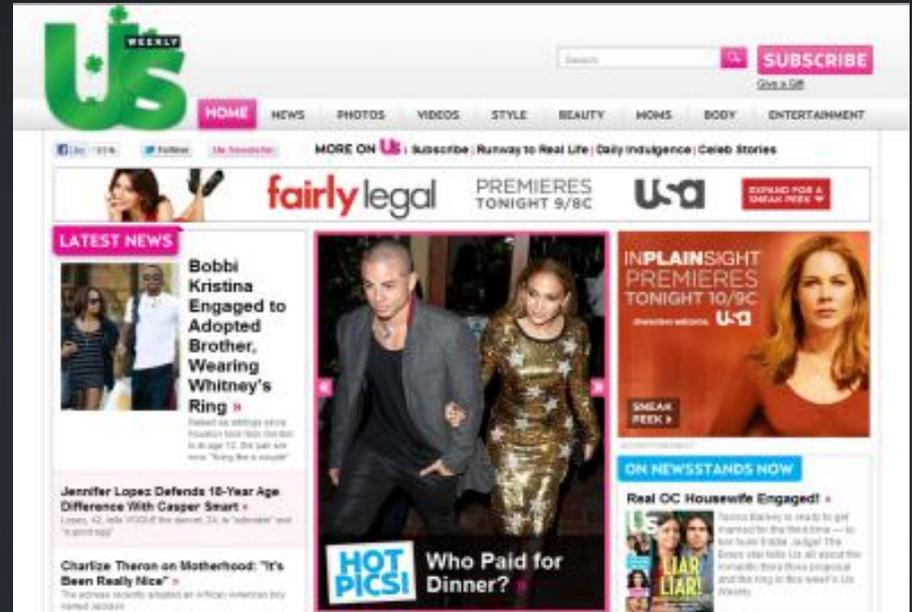
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THE PROGRAM HOME



To ensure viewership, the series will live on a specially-created hub on a highly-trafficked, highly relevant site such as **US WEEKLY**.

In addition to video, the hub site will house photo galleries and other rewards-based interactive and consumer engagement elements designed to sustain awareness.



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MEDIA/DISTRIBUTION

DBG will leverage its 3000+ site strong video ad portfolio to drive tune-in, awareness, and engagement using a variety of media units based on the phase. Potential sites where we'll run media include:



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EARNED MEDIA

DBG will secure press opportunities through consumer and business trade outlets to create earned media opportunities.

Potential outreach targets listed to the right:

YAHOO!

REFINERY29

People

POPSUGAR

Glam

AdvertisingAge



THE WALL STREET
JOURNAL.

ADWEEK

Los Angeles Times

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SOCIAL

DBG will work with the brand and series talent to engage consumers via their social media platforms and encourage comments, liking, sharing and fanning.



VIDEO IMPRESSIONS

Video impressions drive tune-in to show hub.



MOBILE

Video across mobile platforms for users on the go.



LONG-FORM

Ford programming seeded as sponsored editorial content.

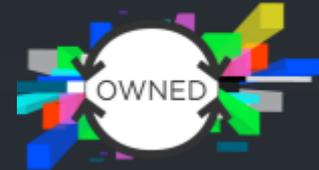


BRANDED ENTERTAINMENT CAMPAIGN STRUCTURE

PROGRAM HOME



Series leverages destination with built in audience as the 'hub' to generate viewership and engage the audience.



SOCIAL OUTREACH

Encourage social conversation, via specific social CTA's within the video program.



PUBLICITY

Secure press via entertainment, business, and consumer print, online and broadcast outlets.



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PHASE #1 DETAILS

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VIDEO CONTENT

DBG will produce a :15 pre-roll spot teasing the series and featuring our hosts and one of their celeb guests.

Shot from inside the celebrity's actual closet, this video will introduce viewers to the series, showcase our exclusive access, and drive them to the hub.

An end graphic will let viewers know they have the chance to upload their own fashionista stories for a chance to appear in one of the episodes.



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MEDIA/DISTRIBUTION

DBG will run the :15 pre-roll spot across a wide array of demographically relevant sites and drive users back to the program hub to learn more about the program, the Ford Fiesta, and to sign up for alerts and updates.



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CONSUMER ENGAGEMENT

SWAG BAG: Consumers who visit the program hub on US WEEKLY (or TBD hub) sign up to receive a swag bag curated by one of the celebs.

TUNE-IN ALERTS: Viewers sign up for tune-in alerts, blog posts, and photos uploads from the hosts and celebs.

APPEAR IN THE SHOW: Are you a storekeeper, designer, or all-around fashionista in one of the four markets? Upload your story and the community will vote on who gets to appear in the show.



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BRAND INTEGRATION

PRE-ROLL SPOT: Ford Fiesta logo and *Presented By* messaging integrated into the graphics at the top and end of the pre-roll spot. Additionally, spot will feature a shot of the two hosts arriving to the featured celeb's home in a Ford Fiesta.

PROGRAM HUB: Ford Fiesta branding and graphics featured on program hub. Ford will own 100% SOV of all hub page and video player media.

CONSUMER ENGAGEMENTS: Ford and Fiesta branding integrated into all consumer engagements including voting functions, photo galleries, and tune-in/update alert sign-up forms.



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PHASE #2 DETAILS

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VIDEO CONTENT

This is where the program really kicks into high gear as our super-hip hosts hit the road to check out America's most fashionable cities.

NY, SF, LA, Miami are the featured cities and we'll cover each over TWO episodes. Each two-episode city arc will feature these elements:

The hosts meet up with a celeb before heading to the next city

The hosts pick up their Fiesta in each city

The hosts meet the winner of the fashionista promotion for that city

The hosts shops for affordable looks inspired by the celeb



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SAMPLE TWO-EPIISODE ARC

NEW YORK (Episode #1)

They arrive at **Vanessa Hudgens'** house in the Fiesta.

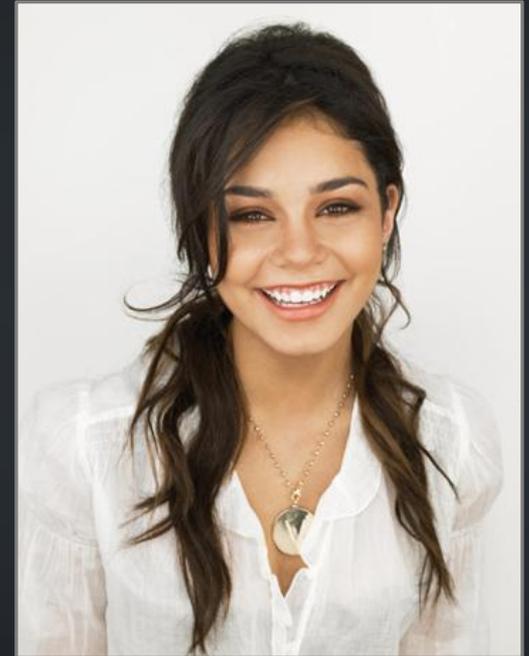
After peeping her closet, the hosts tell Vanessa her they're off to New York to check out the local scene. Vanessa gives them a few recommendations.

The girls promise to return with some styles just for her.

The girls arrive in NYC, pick up their car and hit the road.

MONTAGE: The girls cruising around NYC in the Fiesta, checking out the shops Vanessa recommended.

EPIISODE ENDS with the girls pulling up to their hotel, the car brimming with bags. They give a quick re-cap of their day and preview the next episode.



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SAMPLE TWO-EPIISODE ARC

NEW YORK (Episode #2)

The girls hop in the Fiesta to meet the NYC winner of the local fashionista promotion.

The girls get back in the car to seek affordable versions of the styles they encountered in Vanessa's recommended shops.

The girls return to the hotel and go through all their purchases comparing the high-end buys with similar looks found at affordable shops.

CUT TO: The girls arriving back in LA. They hop into the Fiesta and head back to Vanessa's house to show her what they got!



Rinse and repeat structure for other episodes swapping in different cities and different celebs.



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ANCILLARY CONTENT

MIRROR, MIRROR: Shot via a lipstick cam mounted on the passengers' visor, the host in the shotgun seat offers :30 tips for applying makeup on the go. The videos live as ancillary content in the hub video player. Ford and Fiesta logos are integrated into the segment's graphics package.



(FASHION) EMERGENCY KIT: Our hosts' lives are full of last minute invites to fabulous events. In this series of :30 videos Lily and Danielle show viewers essential items to keep in the car so that you're always red carpet ready. The videos live as ancillary content with Ford and Fiesta logos integrated into the graphics package.

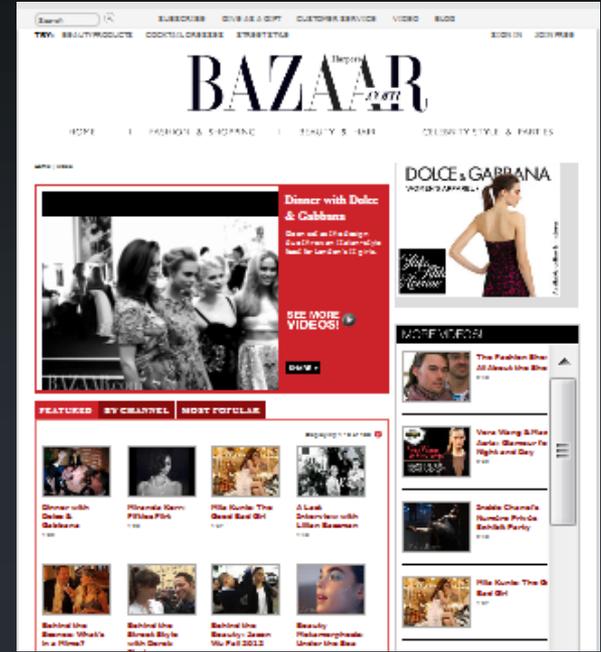
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MEDIA/DISTRIBUTION

DBG will utilize high-impact video units to generate awareness and drive users to the hub. These units could include:

LONG-FORM EDITORIAL is placed across partner sites and run styleQUEST programming as editorial content within the site's native video environment.

The **SUPER-EXPANDABLE UNIT** video unit transforms a 300x250 banner into a full-page takeover. Within the unit users can watch play games, access additional content, and are encouraged to share content to their social networks.



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CONSUMER ENGAGEMENT

CONTENT UPDATES: Hosts and celebs upload photos, blog posts, and other insider info to the program hub page.

GEO CHECK-INS: Hosts use Foursquare-like functionality to check-in to locations during their travels.



THE ULTIMATE FASHIONISTA VOTE: Now that the local fashionistas have been selected and have appeared in the episodes, viewers can vote for who was the best. By voting viewers are entered into a random drawing to win a prize (which could range from a \$500 gift certificate to a Ford Fiesta!).

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BRAND INTEGRATION

BRAND/PRODUCT LOGOS: Ford or Fiesta logo and *Presented By* messaging integrated into show title sequence. On screen graphics could also include Ford and Fiesta logos or color/design palette. End graphic also features brand logos.

PROGRAM HUB: Ford Fiesta branding and graphics remain consistent on program hub. Ford continue to own 100% SOV of all hub page and video player media.

MEDIA: Ford and Fiesta branding integrated into DBG media units, which will drive awareness and tune-in to the web series and program hub.



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IN-SHOW INTEGRATION

The series will treat the Fiesta as a 'character' with story elements revolving around its features. Narrative integrations could include:

MIAMI

The girls arrive in Miami ready to shop like crazy. Problem is neither has been there before! Luckily the places they'll visit have been programmed into the SYNC3 ROUTE GUIDANCE system. Instead of worrying about how to get on the causeway, the girls can concentrate on the important things ... shopping!



SAN FRANCISCO

As a fun challenge, the girls give themselves four hours to hit every shop in Potrero Hill. But will they have to lug all their bags up Frisco's daunting hills? Thanks to the Fiesta's INTELLIGENT ACCESS feature they're able pop from car, to shop, and back again and easily stow their stuff in the car's hatch.



THANK YOU!
