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**Semiotics and Ethnography:
Linking Research to Advertising.
The Ford F-150 Case.**

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Agenda

- Introduction of the Team
- Overview of Semiotics and Ethnography
- The Ford F-150 Case Study
 - Research Design
 - Findings Summary
 - The F-150 Brand
 - The African American Segment
 - Data Mapping
- Semiotic Synergies
 - Ethnography and Advertising
 - UniWorld TV Spot: "Driven"

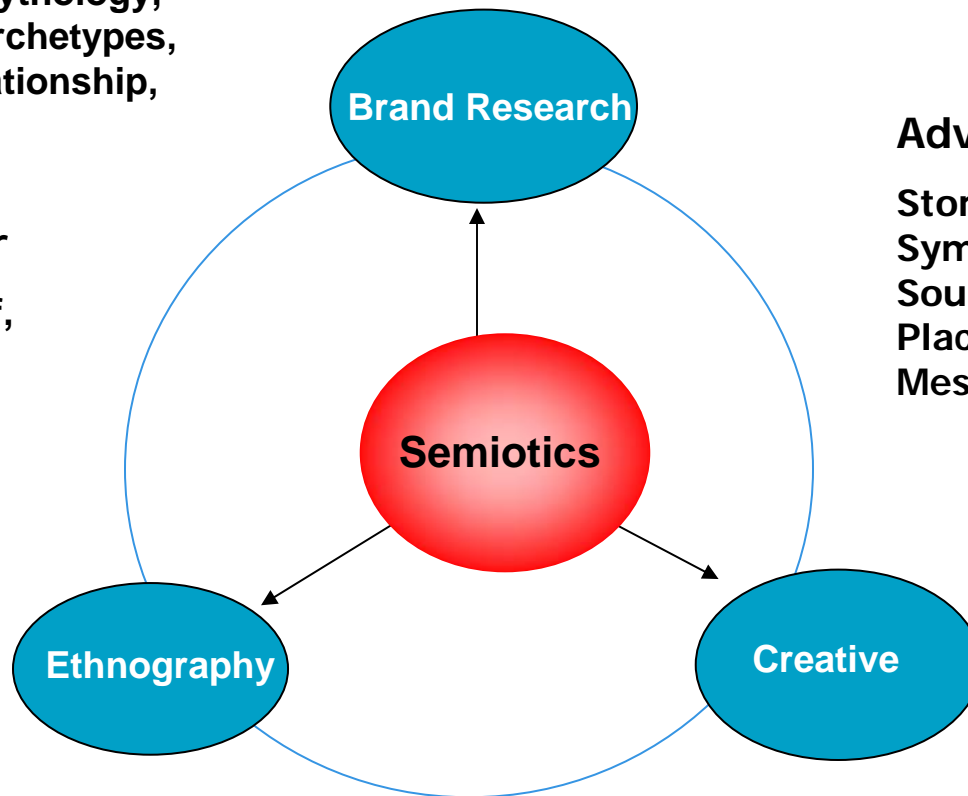
Merging Research and Brand Communication

Brand Image

Brand Legacy, Mythology, Stories, Icons, Archetypes, Community, Relationship, Associations.

Consumer Behavior

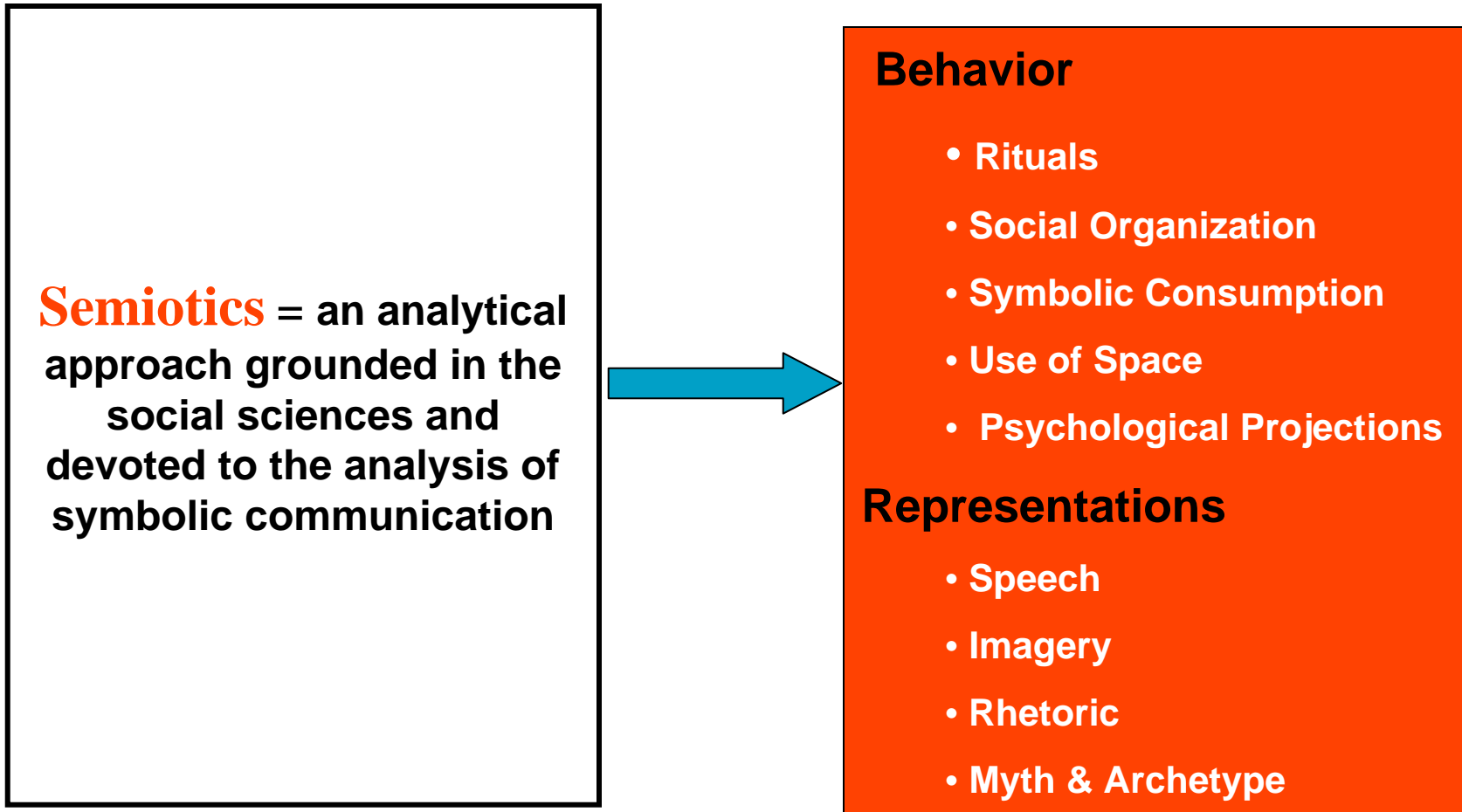
Lifestyle, Values, Belief, Lived Environment, Product Rituals, Shopping, Social Life, Segmentation Issues, Demographics.



Advertising

Story, Icons, Symbolism, Characters, Sounds, Product Placement, Brand Message.

Semiotics and Marketing



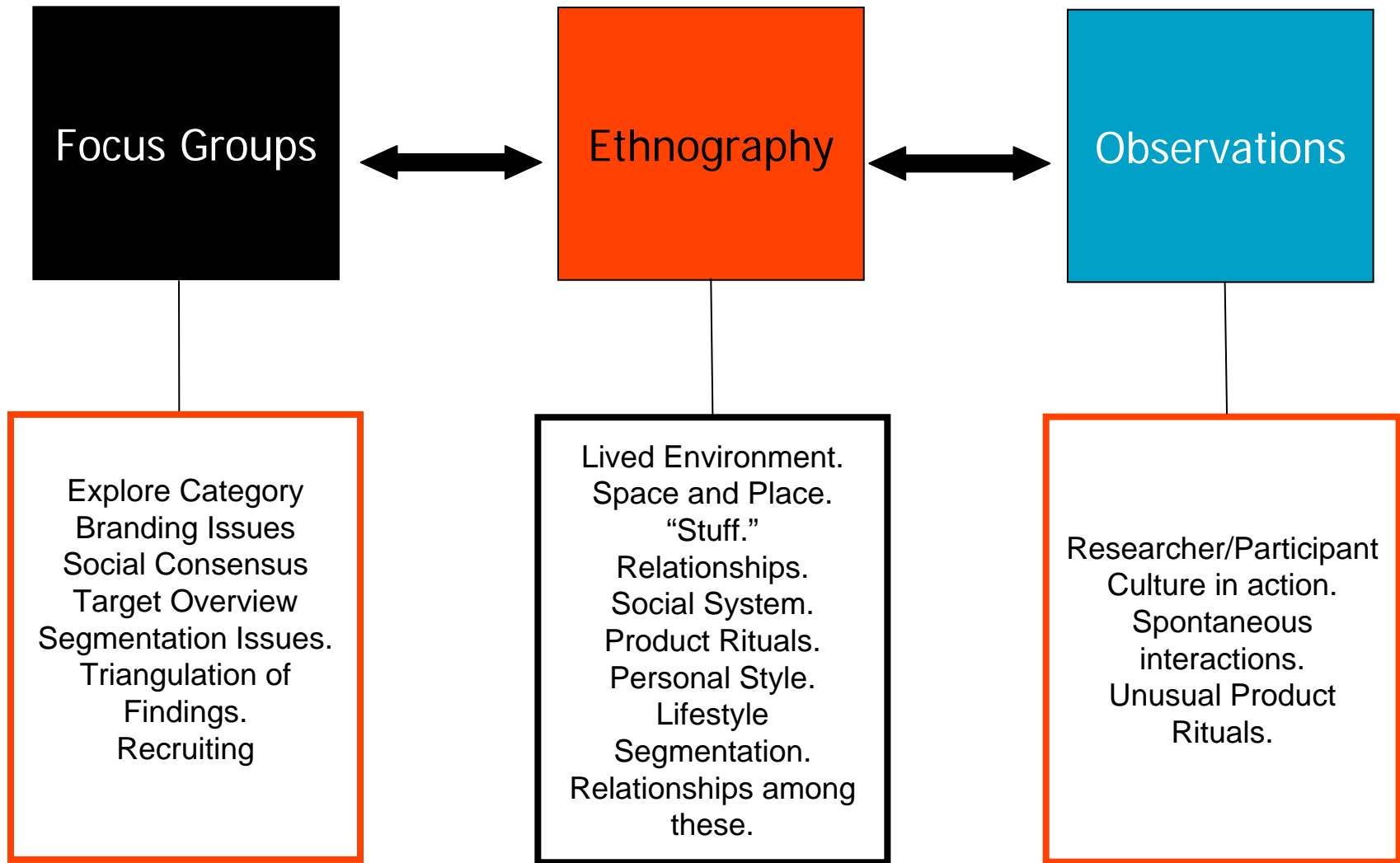
Under the Ethnographic Microscope

Ethnology = a research method derived from cultural anthropology for studying consumers in their lived environments



- **Go into "Deep Space" with Consumers**
- **Get Real, Get Honest**
- **Identify New Product Uses**
- **Outline Consumption Processes**
- **Uncover Core Cultural Beliefs and Traditions**
- **Identify Gatekeepers and Decision Makers**

Study Design



F-150 Brand Perceptions

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The F-150 Brand



"Black guys buy trucks because they are big and make them look tougher than they really are. It's manly. A man thing."

Brand Attributes

The F-150 brand satisfies customer needs for a durable, comfortable, versatile, hard-working truck that can take them anywhere, anytime, in blue jeans or a suit, city, country, or suburbs. The F-150 can drive one to work, church, or out to eat, with or without others.

Ford Tough

Owning a Ford means owning the "tough" image. "Tough" has personal, social, physical and emotional, as well as automotive connotations.

The American Dream

Ford has stood for the American Dream ever since Henry Ford revolutionized manufacturing to make cars cheap enough for common people. This legacy resonates strongly in the AA segment and in the truck market generally because flexible product and pricing strategy makes the F-150 a dream come true for many buyers.

Brand Dimensions: F-150



Personality	Performance	Driver Experience	Product Benefits
Tradition All American Upwardly Mobile Tough Hard Working Balanced	Smooth Handling Control Balanced Control Comfort Pleasure	Control Upwardly Mobile Status Sophistication Good Looking	Tough Quality Value Durable Big Payload

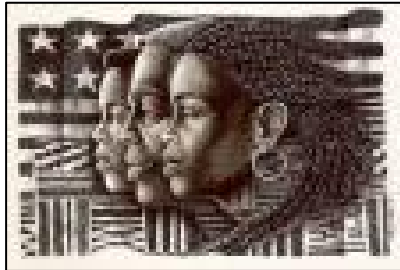
"The F-150] is my Cowboy Cadillac. I'm a Texan since 1985 and a somewhat cowboy to a degree."

" I wanted a truck that looked classy and elegant, as well as rugged. So I could get out in jeans and boots or a suit."

What we really know about African American Drivers.

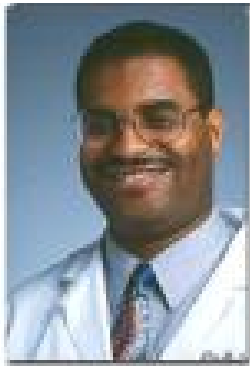
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African American Market Facts



- **Fastest Economic Growth and Upward Mobility of any U.S. Segment**
- **Value the American Dream**
- **Want to Be Seen in Mainstream Media**
- **Entering New Product Categories**
 - Financial Services and Insurance
 - Luxury Goods
 - Health Care
- **Form Several Sub-segments**

African American Sub-Segments



Professional Class

Affluent and Well-Educated.
Assimilate with White Upper Middle Class.
Identify with Mainstream Values.
Integrated Neighborhoods.
May Seek Identity via African Cultures.



**Middle Class

Upwardly Mobile and Show it.
Control Destiny Thru Hard Work and Personal Initiative.
Reflect African American Cultural Heritage.
Live among other African Americans.
Conservative, Loyal, Religious.
Music and Family Central to their Lives.



Youth

Distinct tastes, aspirations, and opportunities.
An important area for future research.
Their cultural identification, socio-economic realities, and tastes will shape the future of the African American automotive market.

Summary of African American Consumer

Socio Economics	Culture	Values	Vehicle Needs
Upwardly Mobile Seek Luxury Hard Work Personal Initiative American Dream Control	All American Loyal Celebrate with Music. Side Jobs Ethnic Heritage Religious	Spirituality Success Status Education Sophistication Looking Good Family	Tough Versatile Quality Value Durable Brand Recognition

"If I didn't have my music, I wouldn't drive."

"It's an African American male thing. A man has to take care of his family. Will he survive?"

"I want to look like a regular common guy even though I have a Master's Degree. Denzel-type. Tough..thuggish...."

"Coming from the ghetto, success is the type of car you drive."

The Truck In African American Culture

- Driving to Work and to Church
- Source of Extra Income
 - Delivering heavy loads for friends and strangers.
 - Delivering goods for the family business.
 - Towing heavy loads for family and strangers.
- Status Symbol
 - Signs of Financial Success in the Suburbs
 - Signs of "Cool" - "Flossing" on Sundays in the 'hood.
- A Space
 - A playpen for the toddler.
 - A bed for camping trips.
 - A stage for the amplifiers and DJ at the tailgate party.
- Fun
 - "Tricking out" the truck with after market trim.
 - Towing the barbecue for tailgating and reunions.
 - Towing the Homecoming float.
 - Hauling the Homecoming kids.



"Flossing" and "Tailgating"

QuickTime™ and a
H.263 decompressor
are needed to see this picture.

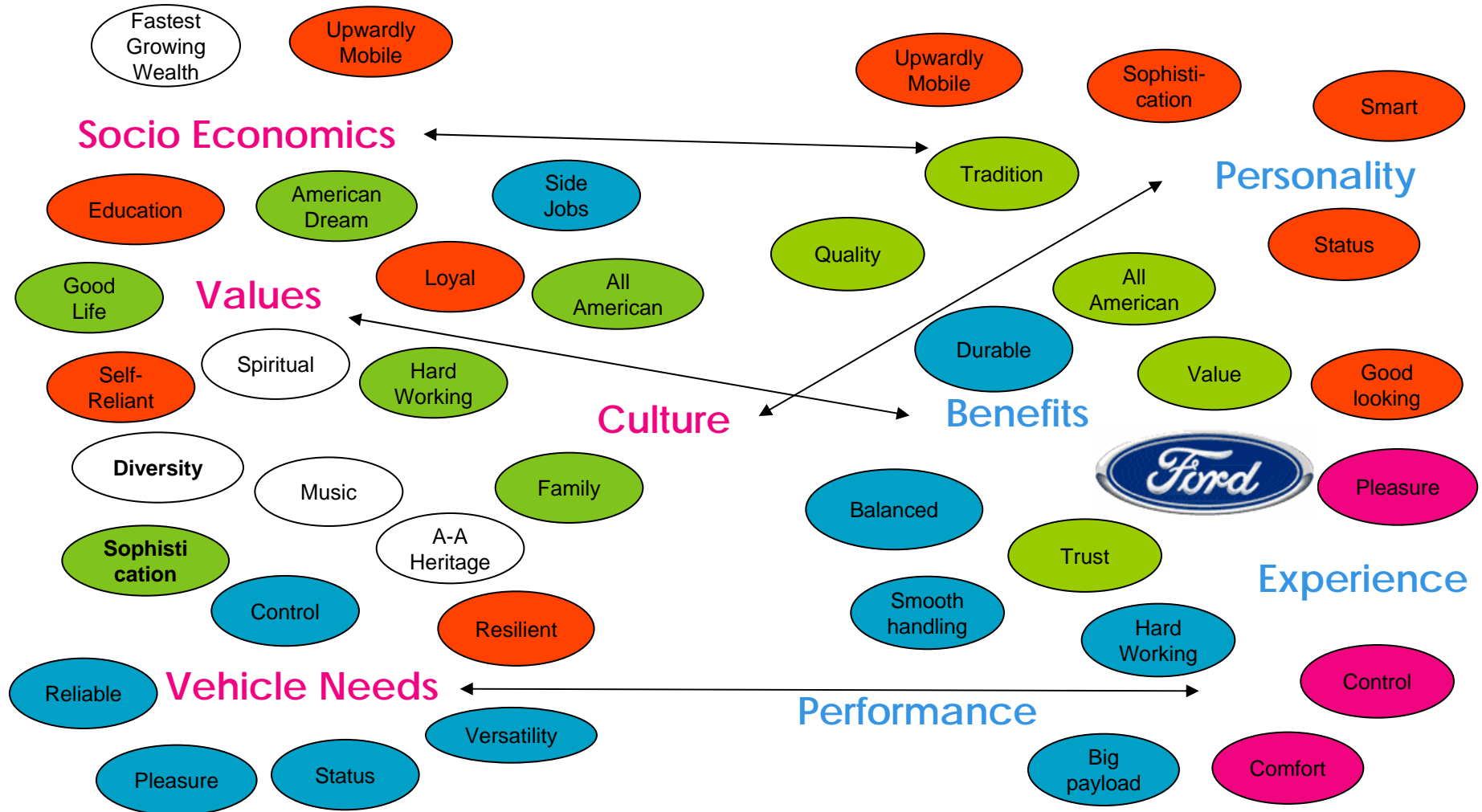
Semiotic Synergy

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Synergies between the Brand and the Target

Consumer Target

F-150 Brand



Semiotic Links from Research to Advertising

Brand Benefits	Consumer Needs	Advertising Cues
Smooth Ride	"Smooth"	Editing: Smooth Music & Movement.
Performance	Control	Character: Confidence Strength
"Tough"	Tough	
Good Looking	Status	Action Grabs Attention Smiles
Comfortable	Pleasure	
Drive	Driven to Succeed	"Driven"

UniWorld Advertising for the F-150

"Driven"
DVD

Business Implications

*Reach the Deep
Consumer
World.*



*Build Relevant,
Powerful
Communication.*



*Grow Customer
Trust and Loyalty.*

Thank you!
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