

Global highlight: Ford Mondeo

Ford Europe sends old, outdated cars up to automotive heaven with the help of 1,400 helium-filled balloons in the international launch spot for the new Ford Mondeo.

A skyful of cars float sedately upward with the help of multicolored balloons. A man standing outside his garage watches a new Mondeo drive past on

the road and then ties balloons to his own car, which floats up to join the others as we listen to a haunting soundtrack from the film "Donnie Darko."

Ford's message is that the arrival of the new Mondeo heralds a new era in automotive design and performance, as the old era literally floats away.

Greg Burke,

European creative director on Ford at **Ogilvy Advertising**, said, "This is an important launch for Ford because the Mondeo is the first car to express the new design philosophy. It's an attempt to up the game in terms of making the brand desirable."

The ad was filmed in 30 locations in London, including famous

landmarks such as Trafalgar Square. The airborne cars look convincing because many really are floating. The lightest weighs just 11 pounds.

The full campaign will roll out across Europe as the Mondeo becomes available. It includes what Mr. Burke calls "unconventional outdoor" focusing on

the "instant desirability" of the car.

An online campaign by Wunderman is built around the theme of Malcolm Gladwell's book "Blink," which shows that first impressions are deeper than we realize because we process a lot of information without knowing it. Online films invite viewers to rewind and discover exactly

why they found the car so "instantly desirable."

The balloons were banned from appearing anywhere outside the TV commercial. Mr. Burke said, "Out of context, the balloons could have become the worst kind of promotional device. The campaign is all about being surprising and making a connection with consumers."

—EMMA HALL

