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## New Ford Mondeo TV Ad Debuts High Definition Technology On Sky

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Ford Mondeo

- Biggest ad campaign shot in London to date
- 30 London locations
- 300-400 crew and cast
- 1,400 balloons
- 600 cubic metres of helium
- 76,000 feet of film

[Ford](#) is running its biggest marketing campaign this year to support the launch of the all-new Ford Mondeo, with the first ever Sky TV High Definition (HD) campaign.

The television commercial will premiere on Sky Sports HD channel at half time in the UEFA Champions League Final, which Ford sponsors, on Wednesday 23rd May. Titled "Desire", the ad was filmed in 30 locations in and around London, including internationally recognized landmarks such as Trafalgar Square and Tower Bridge. The execution shows a series of cars with balloons attached, floating skyward. It suggests that that the vehicles have been

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