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# Premiere of new Mondeo ad



Flying high... Ford's spectacular new Mondeo ad

By **LUKE BISHOP**  
**Sun Motors**  
May 22, 2007

COMMENT ON THIS STORY

Ford is to premiere a breakthrough TV advertisement for the new Ford Mondeo during the UEFA Champions League Final on Wednesday night, but you can catch it here first on Sun Motors!

Ford has managed to secure a coveted half-time advertising spot during the biggest European football event of the season. The new Mondeo - which our own Ken Gibson had first look at recently - will be showcased in front of 450million people in an attempt to reach as many of the buying public as possible.

The spectacular ad titled 'Desire' is a radical departure from traditional automotive advertising. In fact, the ad leaves the typical domain of the car commercial, the road, completely behind as the viewer's eyes are diverted upwards to see old cars being carried away by balloons.

[WATCH VIDEO](#) [CLICK HERE](#)

"It is only fitting that we would unveil the new Ford Mondeo with advertising that is as innovative and distinctive as the car itself," said Stephen Odell, Ford of Europe's Vice President for Marketing, Sales and Service. "We wanted to reach a wide audience with 'Desire' so the Champions League Final felt like the perfect fit, especially because Ford has a longstanding relationship with the Champions League."

In a time when computer generated images are the norm, new ad 'Desire' breaks the mould. The ad looks so real because it is - some of the cars actually took flight using a combination of different techniques.

German company Effekt Technik developed the lightest car featured in the ad. It weighs only four to five kilograms and can float in its own right when filled up with helium. Other cars used in the shoot were made out of carbon fibre.

Shot in high definition, the ad was filmed in 30 locations in and around London, including famous landmarks such as Trafalgar Square and Tower Bridge.

French director Philippe André said - "I hope that 'Desire' will elicit wonder in those who see it. The new Mondeo is a special car for Ford and it seemed right to introduce it with a touch of magic."

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