

Press release

Ford Launches New Digital Campaign Targeting ‘Thrivers’ for its All-Electric Explorer Debut

- **Segmentation and format innovation have been key to the success of this campaign**
- **Mindshare has once again placed its trust in Invibes for the new Ford Spain launch**

Madrid, November 6, 2024 – Invibes Advertising (Invibes), a leader in digital advertising innovation, partners with Ford Spain to launch an in-feed digital campaign promoting the new 100% electric Explorer. With the support of its agency Mindshare and the advertising technology company Invibes, Ford deployed the Invibes Play Roll format in Spain, targeting an ‘out-of-market’ audience known as the Thrivers.

Audience segmentation has played a crucial role in this campaign, with the primary audience for the new Explorer being suburban families aged 30-54, often with school-age children, who seek a balance between their busy lives, personal time, and passions. According to the agency, “Invibes’ Smart Targeting solution enables precise segmentation of this hard-to-reach audience by incorporating a humanistic, intelligent approach to the targeting process,” says Mindshare.

“Leveraging our technology platform and direct integration with publishers, we offer extensive targeting capabilities, reaching over 250 million monthly users. By identifying users across all publishers, Invibes can gain a more comprehensive view of their behavior, enabling a level of campaign optimization unattainable by those reliant on third-party data. By blending contextual data with user-specific insights, we achieve hyper-targeted precision, maximizing each ad’s impact and ensuring that Ford’s messages reach consumers most likely to consider a new vehicle, like the new Explorer,” explains Jorge Palacios, Invibes General Director Spain & LATAM.

For Ford’s new Explorer campaign, Mindshare utilized the Invibes Play Roll format in Spain, inviting users to interactively explore the features of this impressive vehicle, which recently set a record by completing a 30,000 km journey using only electric power.

See Invibes’ campaign for Ford Spain in action [HERE](#)



About Invibes Advertising

At Invibes, our mission is to drive positive brand impact and business outcomes by prioritizing the uniqueness of every ad opportunity through valuable advertising solutions.

Invibes proprietary technology leverages GenAI-powered solutions to enhance campaign potential with industry-specific creative and targeting extensions. By combining hyper-personalized creatives and targeting, Invibes ensures campaigns deeply resonate with consumers, delivering unparalleled efficiency and lasting value for advertisers.

To partner with top global companies like Amazon, Danone, LVMH, LEGO, and Toyota, we rely on exceptional people. At Invibes, we cultivate an energetic, open environment that fosters ideation, growth and #GoodVibes, that shines through to our clients.

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