

FORD | AMERICAN IDOL

Brand Integrations Story Guide



American Idol + Fiesta Movement

THE FIESTA MOVEMENT IDOL MISSIONS

The American Idol Top 8 join the Movement and go further.

The pop music dreams-come-true promise of *American Idol* taps into the galvanizing social reach of The Fiesta Movement to create The Fiesta Movement *Idol* Missions (FMiM). As the Top 8 *American Idols* join the Fiesta Movement, FMiM will deliver weekly entertaining in-show – and socially vibrant – content as the *Idols*, Agents and 2014 Fiestas complete a variety of missions on-air while sharing the experience with their fans via a growing slate of digital platforms.

While the eight missions range from heartfelt activism to friendly competition, the themes that run through them all have a sense of lighthearted fun, accomplishment and the Fiesta's ability to empower the *Idol*'s connection to technology, style and design, community and entertainment.

The Fiesta Movement *Idol* Missions embody exactly what *American Idol* and the Fiesta are all about. By authentically integrating the vehicle into missions that engage their fans, friends and followers, the *Idols* will experience the Fiesta over the course of the season in their own personal missions to go further.

Agents + Idols: BTS

This year, Ford plans to document the *Idol* experience by leveraging the social platforms of the Fiesta Movement Agents and the affinity fans have for the *American Idol* contestants. By utilizing the entertainment-based Fiesta Agents living in the LA area, Ford will document the *Idol* experience through a compilation of photos, fan/*Idol* comments and aesthetically pleasing artwork to create a story each week related to the *Idol* missions.

How we execute it:

- Recruit a Fiesta Movement Agent to snap photos of each *Idol* behind the scenes of the weekly *Idol* missions
- Create buzz around it by posting some of the highlights on *American Idol* blogger pages, on Facebook, through the Agent's social networks, etc.
- Give fans the space to comment and discuss the photos
- Leverage Instagram to give fans a greater platform for discussion
- "Reward" loyal fans with shout-outs and tags
- For the *Idol* finale: Create montages of their insta-dol journeys through the photos and tags for the two finalists



American Idol + Fiesta Movement

MUSICAL ACTIVISM

The Mission: Unleash your passion for music by mentoring children.

8 Idols

4 Fiestas

The *Idols* jump into their Fiestas with a gift that has the power to lift spirits, bring joy and build confidence. It's the gift of song. While on the road in the Fiestas, the *Idols* listen to and rehearse the song they'll be sharing. Once there, they meet the children and introduce them to the song they'll learn together. Breaking into small groups, we capture individual scenes of each *Idol* practicing with two-three kids – all singing a capella. We edit the small group scenes together, building verse by verse, to an emotional and joyful finale that reveals all the children together, performing the song for their audience...the 8 *Idols*. It's a proud moment.

Fiesta attribute: technologically advanced (SYNC with MyFord Touch® Navigation)



American Idol + Fiesta Movement

WHO'S YOUR IDOL?

The Mission: Create your music inspired "look" for a magazine cover shoot.

7 *Idols*

3 *Fiestas*

The *Idols* celebrate their favorite music genre/era by embodying it from head to toe. Pairs of *Idols* drive to a secret photo shoot location. Along the way they discuss what genre of music they love the most – R&B, rap, pop, rock, etc. At the studio each *Idol* is presented with a selection of clothing and props ready for them to pull together an outfit inspired by their favorite musical genre/era. We see some funny and awkward moments as the *Idols* search through the items, trying on different clothes to find their look. Hair and makeup stylists stand by to help complete the makeover. The *Idols* enter an adjoining studio where a photographer waits to begin their photo session. We see them acting the part, bringing their character to life for the camera – miming a guitar riff or striking a torch singer pose. Camera flash – the *Idols* are captured as living representations of their favorite music genres in a beautiful photograph.

Fiesta attribute: technologically advanced (SYNC with MyFord Touch[®], hands-free calling)



American Idol + Fiesta Movement

FIESTA SOCCER

The Mission: Score as many goals as possible in 5 minutes using the Ford Fiesta.

6 Idols (2 teams of 3)

2 Fiestas

Its time for the *Idols* to have some big fun, à la a giant game show. Two teams of *Idols* compete against the clock to see who can score the most goals using their Fiestas to “shoot” giant soccer balls into the net. After months of facing the high pressures of throwing their hearts, souls and voices into becoming the next *American Idol*, its time to blow off some steam in a funny, friendly competition where the only stakes are bragging rights. Split into two teams, at opposite ends of the field, the *Idols* have to hustle and place the giant balls on a series of shot “markers” painted on the field for their driver to “shoot” into the net. An announcer calls the action as it happens in dramatic FIFA style – “She shoots, she scooooores.” The team to score the most goals in 5 minutes wins. During the competition the *Idols* will discuss their own competitive natures as well as the role competition plays in their *Idol* journey through on-camera interviews and voice-overs as a counterpoint to the light-hearted, entertaining action.

Fiesta attributes: sporty, fun to drive



American Idol + Fiesta Movement

MYSTERY IDOL QUEST

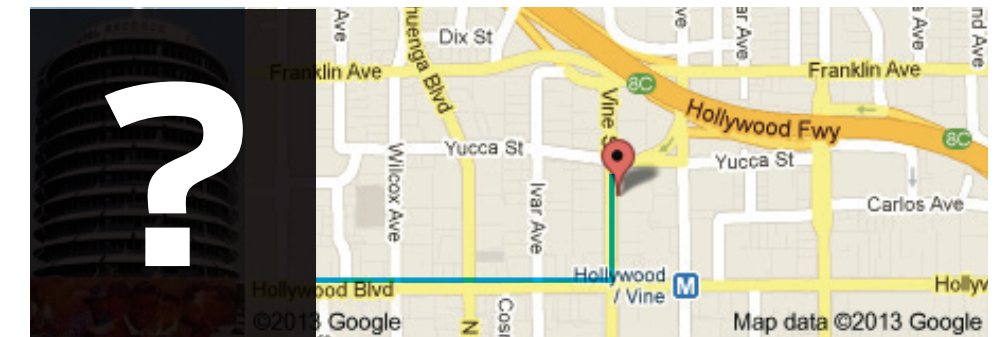
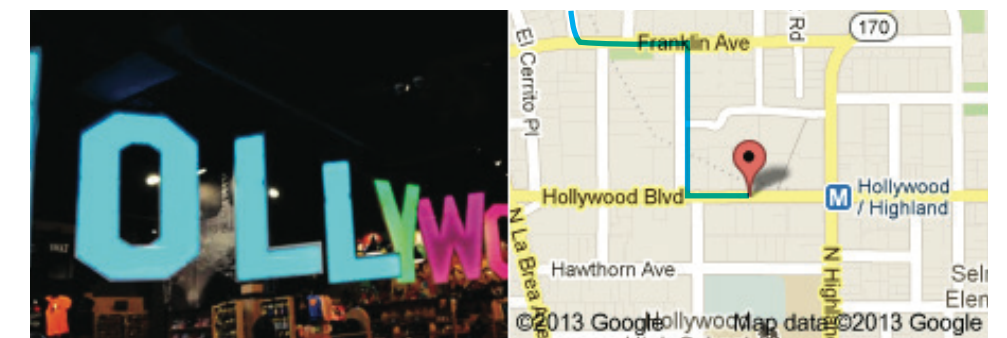
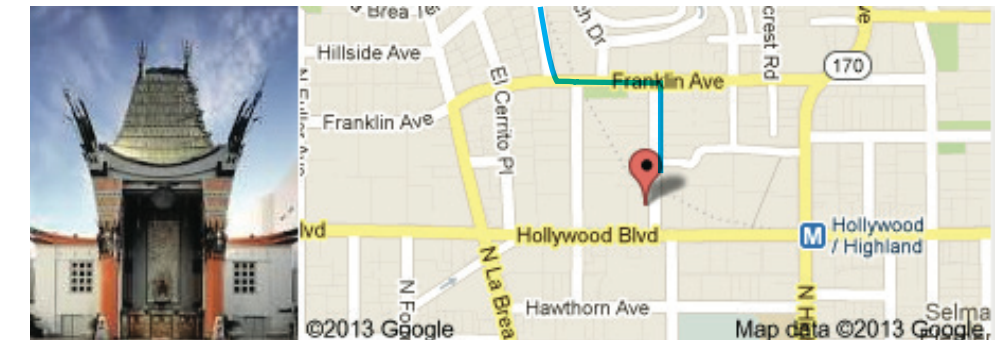
The Mission: Collect clues, solve the puzzle and find a celebrity surprise.

6 Idols (3 teams of 2)

3 Fiestas

Three teams, three cars, one mystery celebrity. Three teams of *Idols* take part in a scavenger hunt to find a mystery celebrity hiding somewhere in LA - a former *American Idol*. The celebrity starts the hunt with an anonymous text via MyFord Touch® sending the teams on their way. Each text leads to the next location: to find the next clue. The locations are favorite spots of the former *Idol*, a coffee shop, bookstore, a park, etc. At some locations the *Idols* will have to hop out of their cars to find the clue – like an envelope or a small box containing a question, a picture, or a riddle. The clues also contain a hint or trivia about the former *Idol* to keep the current *Idols* and the audience guessing along the way. The last clue instructs them to leave something – check their average gas mileage, write it on a slip of paper and deposit it in a box at the final location. Then they discover the former *Idol* who is waiting in-situ – a waitress, a clerk, etc. It's an “oh wow” moment when each team of *Idols* finally meets the mysterious celebrity face to face.

Fiesta attributes: good gas mileage, technologically advanced (MyFord Touch® audible text messaging), fun to drive



Go Further

American Idol + Fiesta Movement

CHASING RYAN

The Mission: Keeping up with Ryan Seacrest.

5 Idols

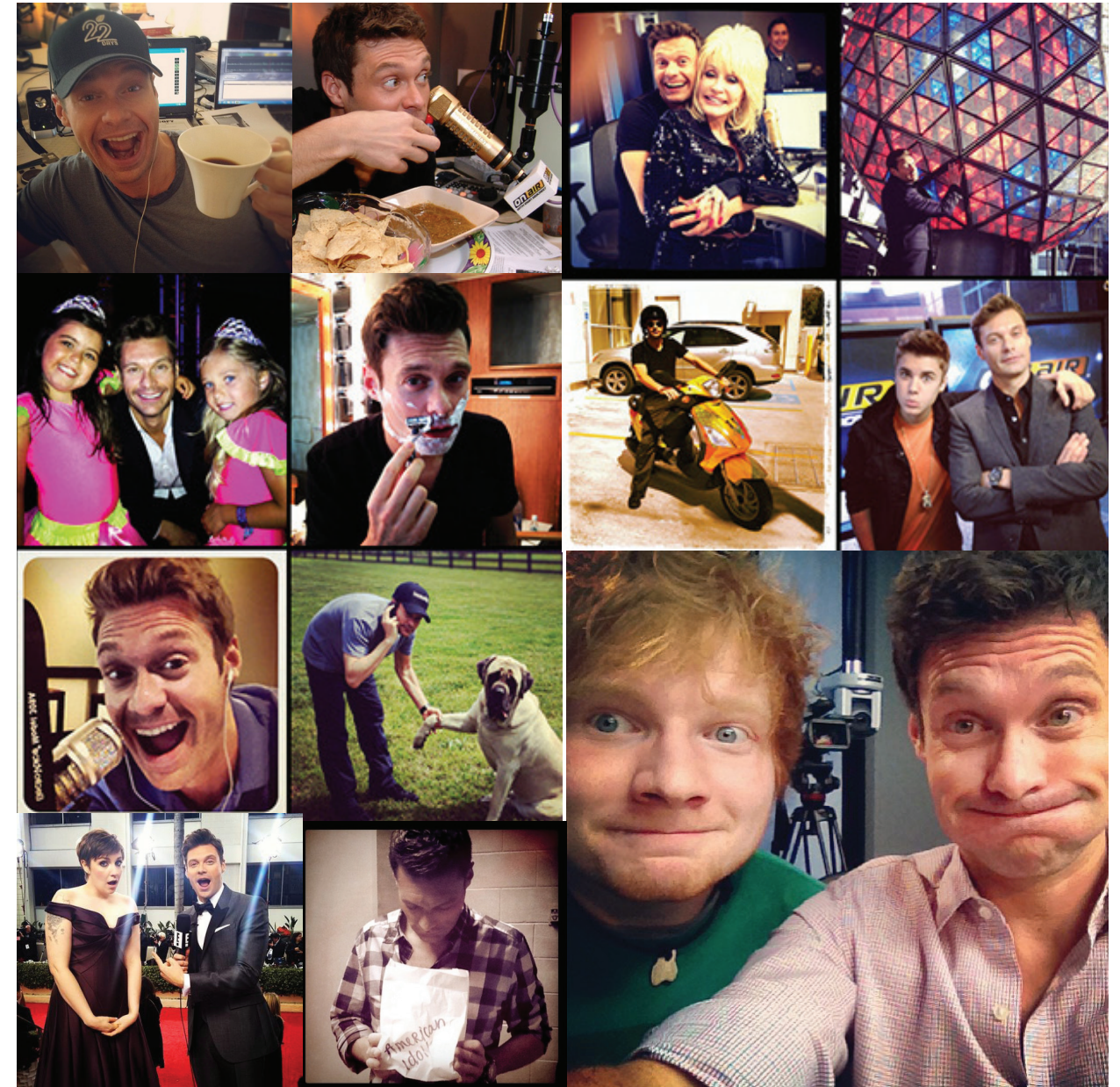
5 Fiestas

Ryan Seacrest is a busy man. In-fact, it's superhuman how much he gets done in a day. In this mission Ryan gives the *Idols* a chance to experience a day in his life, firsthand, and help him take care of business – doing his radio show, attending a pitch meeting, doing a voice-over session, etc. Throughout the day Ryan will contact each *Idol* in his/her Fiesta, via phone and/or text message, instructing him/her where to meet him for his next appointment. But Ryan being Ryan is always one step ahead. The *Idol* arrives at the location to learn Ryan has already completed the task and moved on, leaving the *Idol* to perform the task on his own. In the end Ryan sends all the *Idols* a final text instructing them to meet him in the conference room at his production company. They arrive, open the door and discover Ryan in a meeting with four people. He looks up and smiles. The four other people at the table (backs to camera) turn to reveal...they are Ryan clones. There are five Ryans!

Ryan activities:

- Radio show interview
- TV show pitch meeting
- Workout with trainer
- Visit the Ryan Seacrest Foundation
- Do a VO session – have them record all the *American Idol* intro and outro throw VO lines, e.g., “*This is American Idol*”

Fiesta attributes: technologically advanced (hands-free calling and texting), good gas mileage



2013 **BIG IDEAS**

American Idol + Fiesta Movement

MY FIESTA

The Mission: Reflect your unique personality in a 2014 Fiesta.

4 Idols (2 teams of 2)

2 Fiestas

The *Idols* let their personalities show with two new 2014 Fiesta and a little help from superstar graphic designer Tristan Eaton. The *Idols* will travel to Tristan's studio in downtown LA and work side-by-side with him to create two one-of-a-kind Fiestas. He will coach each pair of *Idols* through the design process from concept to execution, encouraging them to express their unique personalities and interests. The two designs will be realized as fully wrapped 2014 Fiestas.

Fiesta attributes: good-looking, leader in exterior design



American Idol + Fiesta Movement

CHOIR SURPRISE

The Mission: Blow the minds of a local student choir by infiltrating their classroom.

3 *Idols*

1 *Fiesta*

The *Idols* surprise a school choir by sneaking into the group mid-rehearsal and joining in. Once they arrive, they sneak into the room and wait out of sight for their moment. The room is rigged with hidden cameras, and the teacher conducting the choir is in on the stunt. The *Idols* take their positions on cue at the back of the group, and the conductor brings down the choir, giving each of the *Idols* an opening to solo. The students, hearing unfamiliar voices, look to see who and then realize it's the top three *American Idols*. The kids get psyched as the conductor brings them all together singing the song. The kids are totally thrilled. It's a high-energy student and *Idol* performance – fun for all.

Fiesta Attribute: technologically advanced (GPS used to find school location)



THANK YOU



Go Further