

## **The All-Electric Ford F-150 Lightning Product Research (Assignment 2)**

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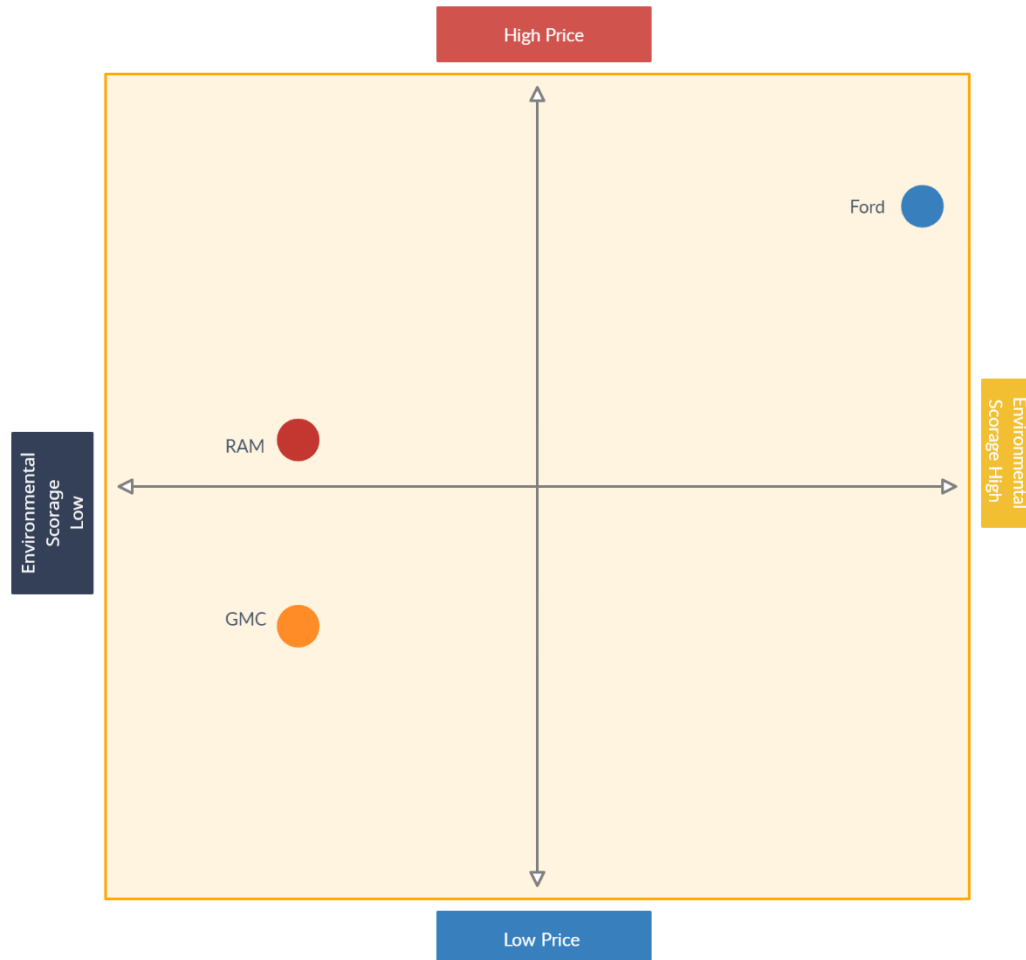
Tracy Vickers

May 31, 2022

## Section 1

### Perceptual Map

For this perceptual map, I have evaluated the 2 competitors of Ford in Canada: GMC and RAM. The choice of these particular companies is based on the research of Benjamin C. Forhan (2018) showing that these 3 organizations have different levels of consumer preferences. Among consumers who bought or leased at least one more truck of the same brand, Ford has 68%, RAM has 55%, and GMC – has 45,9% of returning consumers. These statistics showcase that these 3 companies differ, that is why they are the best fit to show some contrast on the perceptual map. The 2 axes of the map are environmental score and cost. The environmental score is vital in 2022 for the well-being of the Earth and future generations, it is the component of green marketing. Every organization should care about corporal social responsibility nowadays. Cost is the most important filtering element. Most of the consumers' choices are based on the cost of products. For the environmental score axis, the more the better. 1 is the worst, and 10 is the best. For the cost, it works otherwise. 1 is the lowest (best), and 10 is the highest (worst).



**Ford:** Environmental score – between 9 and 10 according to Ford’s description given in the first assignment. The vehicle is all-electric and a lot of eco-friendly strategies are implemented. However, the cost of saving the environment is fairly high. The medium build of the All-Electric Ford F-150 starts at \$67,474 (Ford Motor Company, n.d.). That is why the cost score is 8-9. It is one of the highest prices in the marketplace.

**RAM:** Environmental score – around 3, the vehicle is full gas, just some environment-friendly elements used (RAM, n.d.). According to the article by J.L. Seto (2020), RAM 1500 truck has “a fuel-efficient engine in its 3.0-liter V6 diesel engine”. This practice and other small things that increase fuel economy are not good enough and cannot be compared with Ford’s advantages.

However, RAM announced their all-electric truck that will be available in 2024. The strategies of the all-electric truck will move the environmental score up and will interest new customers. As for the cost, the medium build of the new 2022 Ram truck is significantly cheaper. The sales start at \$55,145 (RAM, n.d.). Solid 6 for the price.

**GMC:** Environmental score – around 3, GMC has a sustainability report with some great missions as reducing operational energy intensity by 35% by 2035 (GMC, n.d.). They also have a new EV Hummer that can be compatible with the F-150 All-Electric, but, unfortunately, the EV technologies are still not implemented in trucks being sold at the moment. The cost starts at \$40,200 for the newest Sierra 2500 HD. It is the best price for the factory-new truck among these 3 companies. The price score: 3,5.

According to this analysis, customers with lower income will not want to overpay for the all-electric Ford truck. They will choose GMC or RAM. However, people with higher incomes are ready to pay more money for something that will positively impact the Earth. According to Priday, B. (2020), people with higher income are more likely to donate and give money for a good reason. The statistics show that if the household's income grows from \$60,000 to \$70,000, the household is 2,2% more likely to donate. (Priday, B., 2020, p.1). According to this survey, we can suggest that people of a good income can sacrifice some money to drive an environmental-friendly car. So, All-Electric Ford is made for wealthier people and people who support environmentally-friendly products. By today, Ford is leading in the marketplace with its all-electric truck, however when GMC and RAM release their all-electric

but cheaper trucks, Ford's ratings will go down because price leadership is important, and 68% of people around the world "...see climate change as a major threat" and, therefore, they are willing to follow the EV tendency and switch to all-electric vehicles (Fagan & Huang, 2019, p.2). If GMC and RAM come up with a more affordable offer, Ford will lose some customers.

## **Section 2. Marketing Campaign Analysis**

### **Sensory Marketing**

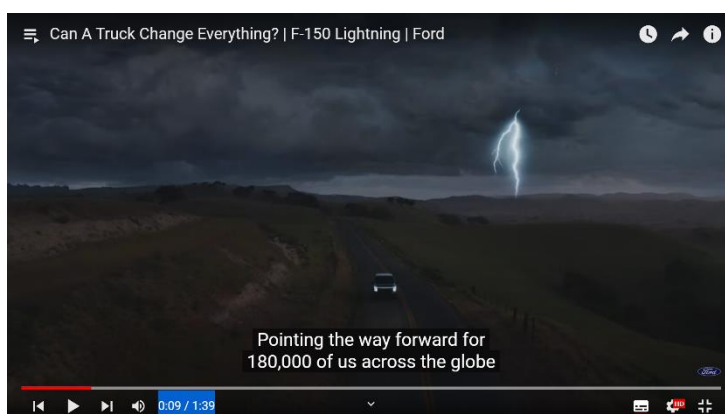
Every advertisement either consciously or unconsciously influences customers using elements of sensory marketing. The elements are sight, smell, sound, touch and taste (Solomon et al., 2020, p.38). Today, advertisements can operate with sight and sound only. Ford Motor Company focuses on its blue brand colour a lot. Having a look at F-150 Lightning: Intelligent Backup Power (2022) advertisement published on YouTube ([https://www.youtube.com/watch?v=oc3sQ2UcTIg&list=PLCFM1h5Oz66qlrCg2NISP1eYsfcQ6Eflb&index=13&ab\\_channel=FordMotorCompany](https://www.youtube.com/watch?v=oc3sQ2UcTIg&list=PLCFM1h5Oz66qlrCg2NISP1eYsfcQ6Eflb&index=13&ab_channel=FordMotorCompany)), one can notice blue tones every second shot: the vehicle, the graphic of energy being delivered, the lightning, solar panels, and even the app on the phone. Why is the blue colour so overused by Ford? First of all, according to Solomon et al. (2020), the blue colour transmits the feeling of trust and security – two of the most important factors in any vehicle. Then, the research by Hussain, S. in the IUP Journal of Business Strategy (2019) highlights that "blue colour persuaded the customer more than red" and blue is one of the most pleasant hues (p.37). After all, blue is a brand colour of Ford Motor Company (hehe).

As for the sound, Ford Motor Company uses the deep male voice in this and other ads for F-150 Lightning. Voice is vital in a brand perception process

too. According to Krishna, A. (2012), a deep voice is authoritative and gives the impression that the information channel is trustworthy. Again, Ford cares a lot about trust, that is why they try to sensory market themselves as a secure and trustworthy company.

### Classical conditioning

Moving on to learning theories, it is easy to notice how Ford uses classical conditioning to associate their vehicle with electricity and change the consumer's perception of a car. Ford positions its truck as a vehicle that does not use gas, that is all-electric and eco-friendly. Classical condition, according to Solomon et al. (2020), "occurs when a stimulus that naturally elicits a response is paired with another stimulus that initially does not elicit a response on its own" (p.67). So, a car is associated with gas in our minds, and classical conditioning happens when a car starts being associated with electricity because of an external influence. In another advertisement by Ford (2022) called "Can A Truck Change Everything?" ([https://www.youtube.com/watch?v=KDptc0ycLhc&list=PLCFM1h5Oz66glrCg2NISP1eYsfcQ6Eflb&index=8&t=23s&ab\\_channel=FordMotorCompany](https://www.youtube.com/watch?v=KDptc0ycLhc&list=PLCFM1h5Oz66glrCg2NISP1eYsfcQ6Eflb&index=8&t=23s&ab_channel=FordMotorCompany)), a lot being told about the change: the change of production, the change in trucks industry, change in living and even cultural change. The mention of a change in the first part of the video unconsciously influences consumers' minds. Along with these mentions of



Ford Motor Company, 2022 changes, new blue F-150 Lightning is shown with a flash of lightning in the

background and lights that remind lightning and electricity turned on. Kim, J. et al (1998) mentioned in their research that classical conditioning can lead people to form attitudes toward objects without any conscious deliberation about those objects' attributes" (p.144). So, Ford Motor Company influences people's perception of a car, positioning their truck as an all-electric vehicle by inserting effects (lightning) and mentioning a change.

### **Expectancy Theory**

Some customers choose F-150 Lightning because they expect positive outcomes for themselves. According to Anderson, I., & Gaile-Sarkane, E. (2010), "expectancy theory holds that people are motivated to behave in ways that produce desired combinations of expected outcomes" (p.321). Some people need a truck not for its eco-friendliness, but for its functionality.

Canadians may expect reliable towing and functionality in extremely cold weather. That is why Ford Motor Company posted not only "fancy" selling ads but also such videos as "10,000 LB Max Towing Testing"

([https://www.youtube.com/watch?v=\\_ZJrkBrruuk&list=PLCFM1h5Oz66glrCg2NISP1eYsfcQ6Eflb&index=12&ab\\_channel=FordMotorCompany](https://www.youtube.com/watch?v=_ZJrkBrruuk&list=PLCFM1h5Oz66glrCg2NISP1eYsfcQ6Eflb&index=12&ab_channel=FordMotorCompany)) and "Cold

Testing The Lightning in Alaska"

([https://www.youtube.com/watch?v=kWM8rzTu5xA&list=PLCFM1h5Oz66glrCg2NISP1eYsfcQ6Eflb&index=12&ab\\_channel=FordMotorCompany](https://www.youtube.com/watch?v=kWM8rzTu5xA&list=PLCFM1h5Oz66glrCg2NISP1eYsfcQ6Eflb&index=12&ab_channel=FordMotorCompany)). Posting

those videos as a part of the marketing campaign, Ford addresses customers who need a truck to be functional. Through videos, Ford proves that customers' expectations will be met after they purchase the F-150 Lightning.

### **Symbolic Self-Completion**

The other concept that Ford's marketers kept in mind while creating the

campaign is the symbolic self-completion of customers. According to the research paper written by Wicklund, R. A. & Gollwitzer P. (1981), “symbolic self-completion states that people define themselves as musicians, athletes, etc. by use of indicators of attainment in those activity realms” (p.89).

Therefore, people who are interested in sustainable practices are also involved in activities that make them feel they are saving the environment. Targeting these customers, Ford Motor Company published the ad “F-150 Lightning: Intelligent Backup Power”

[https://www.youtube.com/watch?v=oc3sQ2UcTlg&list=PLCFM1h5Oz66glrCg2NISP1eYsfcQ6Eflb&index=18&ab\\_channel=FordMotorCompany](https://www.youtube.com/watch?v=oc3sQ2UcTlg&list=PLCFM1h5Oz66glrCg2NISP1eYsfcQ6Eflb&index=18&ab_channel=FordMotorCompany)) where they promoted the company called “Sunrun” that sets up solar panels for free. They also mentioned the importance of solar panels and that they generate zero-carbon electricity. By posting this ad, Ford positions itself as an eco-friendly company and grabs the attention of people who care about the planet and who are involved in corresponding activities.

### **Lifestyle Marketing Perspective**

The last concept we will look into is the lifestyle marketing perspective. According to the "Marketing Model Based on Lifestyle: A Case Study" by Qiaolian, C et al. (2011), “individual’s lifestyle is not only influenced by social environment, but also by the personality and values, thereby affecting the individual’s decision-making”. So, to sell something to a person, marketers have to know the lifestyle of their customers. For those customers who love camping, Ford Motor Company posted an ad called “F-150 Lightning: Weekend Road Trip”

<https://www.youtube.com/watch?v=4TSU9FAJFhY&list=PLCFM1h5Oz66glrCg>



[g2NISP1eYsfcQ6Eflb&index=18&ab\\_channel=FordMotorCompany](https://www.youtube.com/watch?v=g2NISP1eYsfcQ6Eflb&index=18&ab_channel=FordMotorCompany) ). In this ad, they described the abilities the truck offers for camping and campers including plugins for lightning, fridges, etc. and extra space in the front trunk. For those customers who use their vehicle at work a lot, Ford posted the video “F-150 Lightning: At the Work Site” ([https://www.youtube.com/watch?v=42BmZ6Rgqkc&list=PLCFM1h5Oz66glrCg2NISP1eYsfcQ6Eflb&index=21&ab\\_channel=FordMotorCompany](https://www.youtube.com/watch?v=42BmZ6Rgqkc&list=PLCFM1h5Oz66glrCg2NISP1eYsfcQ6Eflb&index=21&ab_channel=FordMotorCompany)) which showed the functions of the truck that can be interesting for workers such as targeted maximum payload, tailgate work surface and 360-degree Zone Lighting.

### **Evaluation**

Considering the descriptions of five concepts, Ford’s marketing campaign mostly targets people who use the truck for work or travel and want the truck to be multifunctional (examples with towing, functions for work and functions for camping). Also, Ford is targeting North Americans by showing how its truck functions in extremely cold weather. Moreover, the campaign focuses on environmentalists, people who care about our planet and want to shift from gas to all-electric vehicles faster. However, Ford missed a huge market in their marketing campaign – families. Ford posted so many different ads targeting specific groups, but neither of these videos was about the truck’s functions for families with kids. Of course, families are not the main market, but with this amount of ads made to target specific markets, there should be one made for families. According to Statistics Canada (n.d.), families with children take up 51,1% of households, according to the 2016 census of population. So, families

should be targeted in some way by Ford soon as it is a huge market.

As for the sensory marketing and usage of venue, colours and effects, Ford did a great job. If it is a video about towing, they start the video with a shot of hills and the road sign notifying about the incline of the road. If Ford tries to position their company as confident and safe, they use blue colour everywhere, and they even use a blue truck. If they are saying that it is an all-electric truck, they put some lightning in the background as a special effect, and they put more things like solar panels that remind us about electricity and eco-friendliness. The only recommendation for Ford's marketing campaign is to post customer reviews in the F-150 Lightning video playlist and comment videos of those who are not satisfied with the services helping them to figure out how to deal with their troubles.

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