

Ford Camper Assist

Asset deliverables

08.08.2024 v2

Ford Camper Asset

The following slides provide an overview of the assets that have been created for Ford Camper Assist. On the next slide there is a clear summary of what is available. However please note the following:

- **The product offer subscription is the following:**
 - UK is 1 year
 - EU subscription is 2 years.
- **T&C's are different for the following markets as specified in translations:**
 - UK
 - Spain, Italy and Germany
 - France
- **Assets to be directed to the Ford Camper Assist page on the Ford site for the following markets. If URL is missing this is because the live page is still pending. Please contact: Jon O'Neill joneil11@ford.com and Brian Gordon bgordon9@ford.com for confirmation of URL link.**
- UK: <https://www.ford.co.uk/owner/your-vehicle/ford-roadside-assistance/ford-camper-assist>
- Germany: [Ford Camper Assist | Ford DE \(https://www.ford.de/service/ihr-ford/mobilitaetsgarantie/ford-camper-assist\)](https://www.ford.de/service/ihr-ford/mobilitaetsgarantie/ford-camper-assist)
- Spain: [Ford Camper Assist | Ford ES \(https://www.ford.es/propietario/tu-vehiculo/asistencia-carretera-ford/ford-camper-assist\)](https://www.ford.es/propietario/tu-vehiculo/asistencia-carretera-ford/ford-camper-assist)
- France: <https://www.ford.fr/support#bbt>
- Italy: <https://www.ford.it/supporto#bbt>

Asset overview

Deliverables
A5 Leaflet
Film: 1x 15" 1:1/9:16/16:9 video ad
3 item image carousel: 1:1/9:16/16:9
Single Ad: 1:1/9:16/16:9
1x Document Ad
LinkedIn Ad
1x text post/article: To be used in newsletters
NWP: Market localisation page



Ford Camper Assist

Reaching out.
Wherever you roam.

Enhanced roadside assistance.
Tailored for Ford campervans and motorhomes.¹



SIDE ONE



Ford Camper Assist

Every new Ford campervan or motorhome conversion comes with free Ford Camper Assist for 1 year.²

That means dedicated Europe-wide roadside assistance and recovery, tailored to your vehicle and your trip. Including appropriate recovery vehicles, service centres that cater for your camper, and support designed to keep your adventure on track.³

Because every journey is unique, assistance is specific to your circumstances, with policy benefits including:



Accommodation

Up to five nights in a four-star hotel. Quality accommodation if your vehicle is out of action.



Onward Journey

Flexible transport options so you and your belongings can continue your journey.



Replacement Vehicle

Stay on the road with a suitable vehicle provided for up to five days.



Recovery

If we can't repair your vehicle where you are, we'll tow it to a Dealer who can.

We're here to help:



Email us at: xxx@xxxxxxx



Call Ford Camper Assist 24/7/365: XXX-XXX-XXX

¹ Applies to all new model 2024 Transit and Transit Custom Camper and Motorhome conversions.
² Applicable from all 2024 MY Transit Custom campervan or motorhome conversion and 2024/25 MY Transit campervan or motorhome conversion registered before the end of 2024. After the initial period standard charges apply. See T&Cs for details.
³ Terms and conditions apply. For more details visit [insert terms and conditions URL](#).



SIDE TWO



FCA VIDEO – AD (15”–30”)

MOTORHOME VERSION



Intro: We open on a close-up of hiking boots walking being tied and then walking over uneven terrain

0:00.00 – 0:03.00 3 secs



SRT:
When adventure calls,

Speed up 2 secs



We cut to see our hiker

SRT:
it's good to know there's help at hand.

0:01.55 – 0:07.02 5.5 secs



We pull back to see a hand pulling her up



We cut to other scenarios of helping hands

SRT:
That's the peace of mind you get with Ford Camper Assist. / Dedicated roadside assistance for Ford campervans and motorhomes.

0:04.07 – 0:10.54 6.5 secs



We cut to kids surfing (multigenerational)

SRT:
Including quality accommodation, / suitable replacement vehicles / and onward travel for you and your gear.

4 secs



Lastly, we cut to Motorhome/ Campervan on the open road

SRT:
Ford Camper Assist. Reaching out, wherever you roam.

0:00.00 – 0:05.50 5.5 secs

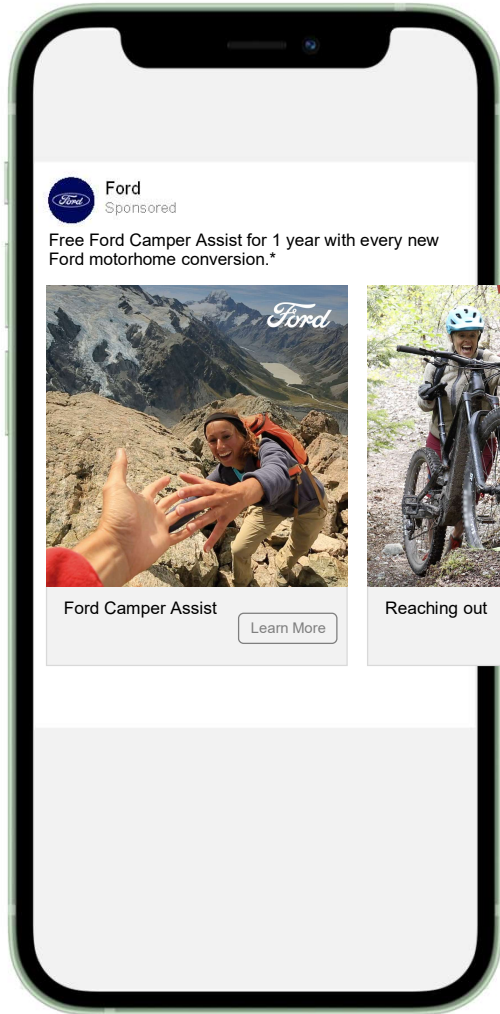


End frame (T&Cs)

2.5 secs TOTAL: 28 secs



1:1 Carousel UK (suitable for Facebook/LinkedIn/Instagram)



PURPOSE

PLATFORM(S)

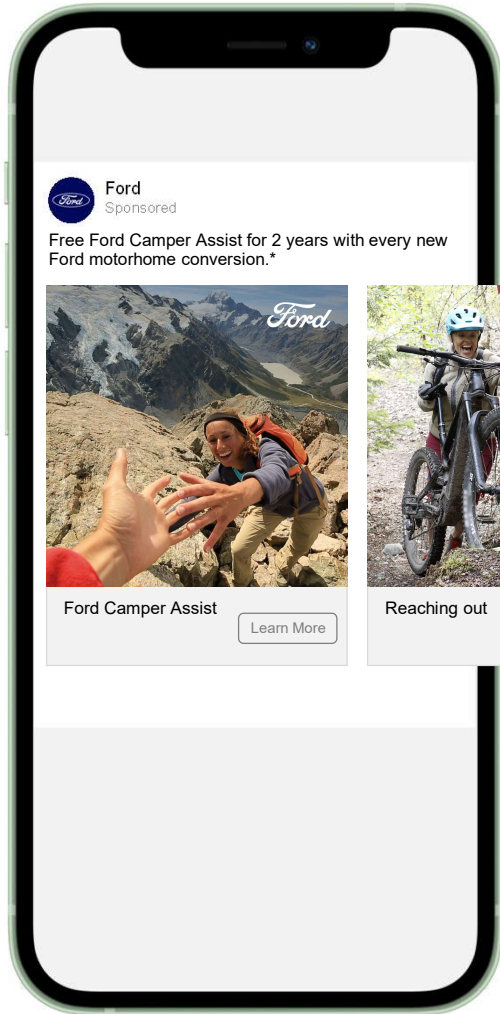
PAID COPY OPTIONS

DESTINATION(S)

Free Ford Camper Assist for 1 year with every new Ford motorhome conversion.*

*Applicable from all 2024 MY Transit Custom campervan or motorhome conversion and 2024.75 MY Transit campervan or motorhome conversion registered before the end of 2024. After the initial period standard charges apply. See T&Cs for details.

1:1 Carousel EU



MOTORHOME VERSION

[FRANCE] * Applicable from all 2024 MY Transit Custom campervan or motorhome conversion and 2024.75 MY Transit campervan or motorhome conversion registered before the end of 2024. Insurance product arranged, administered and provided **ACTA France** ACTA - Parc des Tuileries - CS 80117 - 69578 LIMONEST Cedex - SAS au capital de 2 200 000€ - 385 107 180 RCS LYON, et assurées par **by ACTA ASSURANCE - Parc des Tuileries - CS 80117 - 69578 LIMONEST Cedex - SA au capital de 2 387 580€ - 493 466 254 RCS LYON - Entreprise régie par le Code des assurances et soumise** au contrôle de l'Autorité de contrôle prudentiel et de résolution, sise 4 place de Budapest - CS 92459 - 75436 PARIS Cedex 09 - www.acpr.banque-france.fr See T&Cs for details.

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PURPOSE

PLATFORM(S)

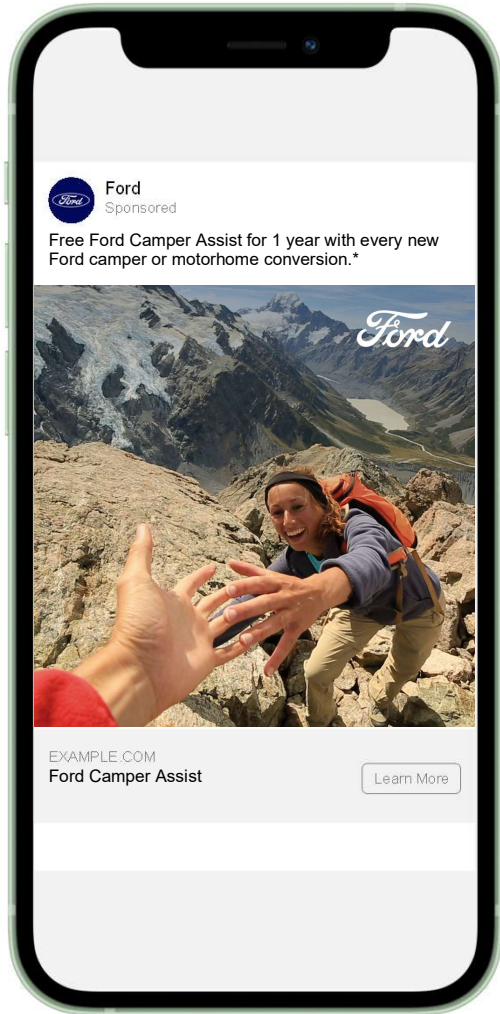
PAID COPY OPTIONS

Free Ford Camper Assist for 2 years with every new Ford motorhome conversion.*

DESTINATION(S)

(asset suitable for Facebook/LinkedIn/Instagram)

Meta 1:1 Social Ad UK



DESTINATION

PURPOSE

PLATFORM(S)

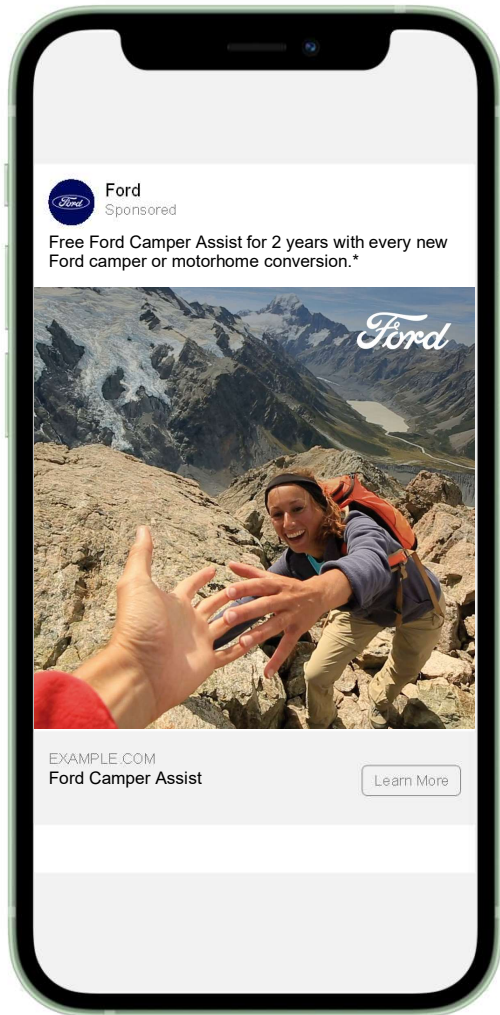
PAID COPY OPTIONS

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(suitable for Facebook/LinkedIn/Instagram)

Meta 1:1 Social Ad EU



[FRANCE] * Applicable from all 2024 MY Transit Custom campervan or motorhome conversion and 2024.75 MY Transit campervan or motorhome conversion registered before the end of 2024. Insurance product arranged, administered and provided by ACTA France ACTA - Parc des Tuileries - CS 80117 - 69578 LIMONEST Cedex - SAS au capital de 2 200 000€ - 385 107 180 RCS LYON, et assurées par ACTA ASSURANCE - Parc des Tuileries - CS 80117 - 69578 LIMONEST Cedex - SA au capital de 2 387 580€ - 493 466 254 RCS LYON - Entreprise régie par le Code des assurances et soumise au contrôle de l'Autorité de contrôle prudentiel et de résolution, site 4 place de Budapest - CS 92459 - 75436 PARIS Cedex 09 - www.acpr.banque-france.fr See T&Cs for details.

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PLATFORM(S)

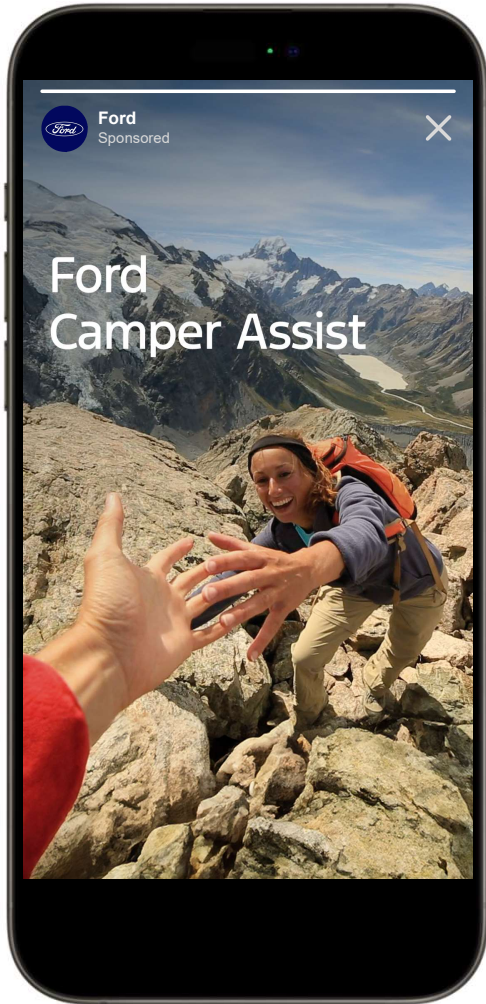
PAID COPY OPTIONS

Free Ford Camper Assist for 2 years with every new Ford camper or motorhome conversion.*

DESTINATION

(suitable for Facebook/LinkedIn/Instagram)

Meta 9:16 Story Ad - Static – UK (Suitable for Facebook/Instagram/LinkedIn)



DESTINATION

PURPOSE

PLATFORM(S)

PAID COPY OPTIONS

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Meta 9:16 Story Ad - Static – EU Suitable for Facebook/Instagram/LinkedIn



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PURPOSE

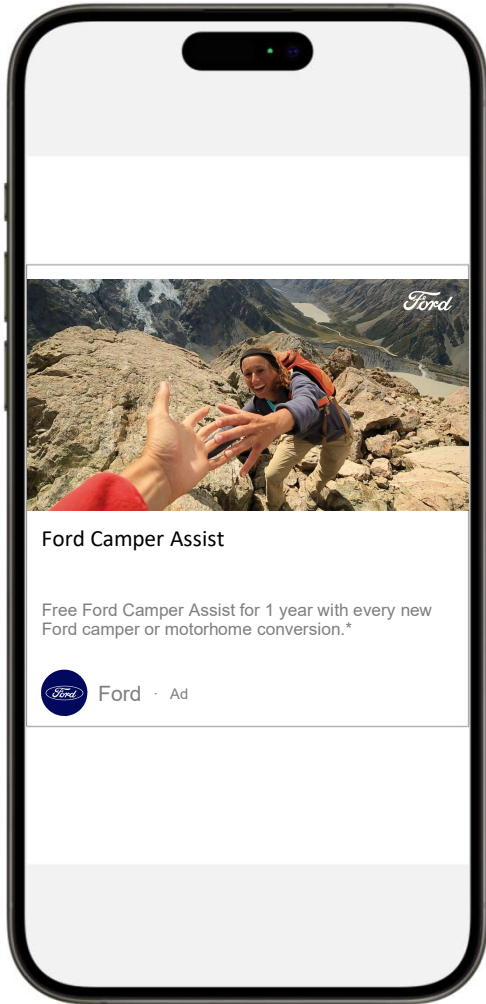
PLATFORM(S)

PAID COPY OPTIONS

Free Ford Camper Assist for 2 years with every new Ford camper or motorhome conversion.*

DESTINATION

Google Discovery 16:9 Image Ad – UK (Suitable for Facebook/Instagram/LinkedIn)



PURPOSE

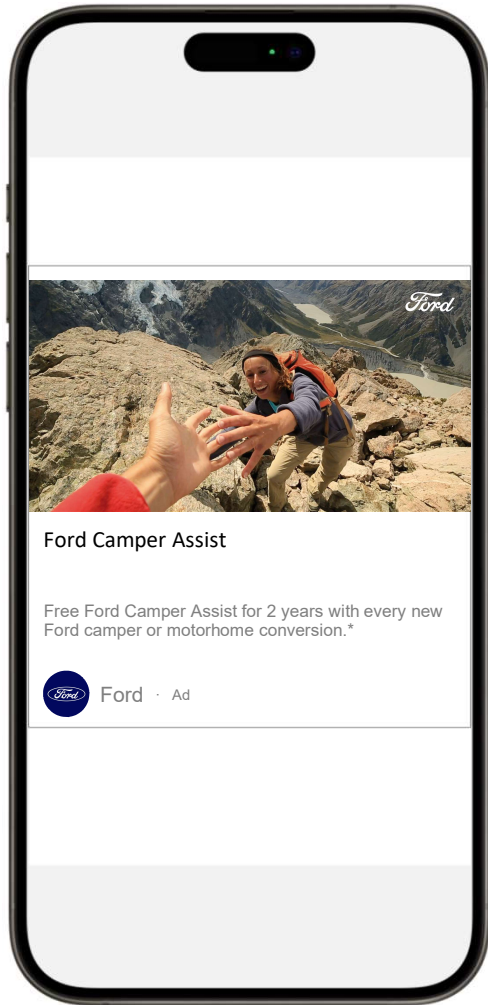
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DESTINATION

Google Discovery 16:9 Image Ad – EU (Suitable for Facebook/Instagram/LinkedIn)



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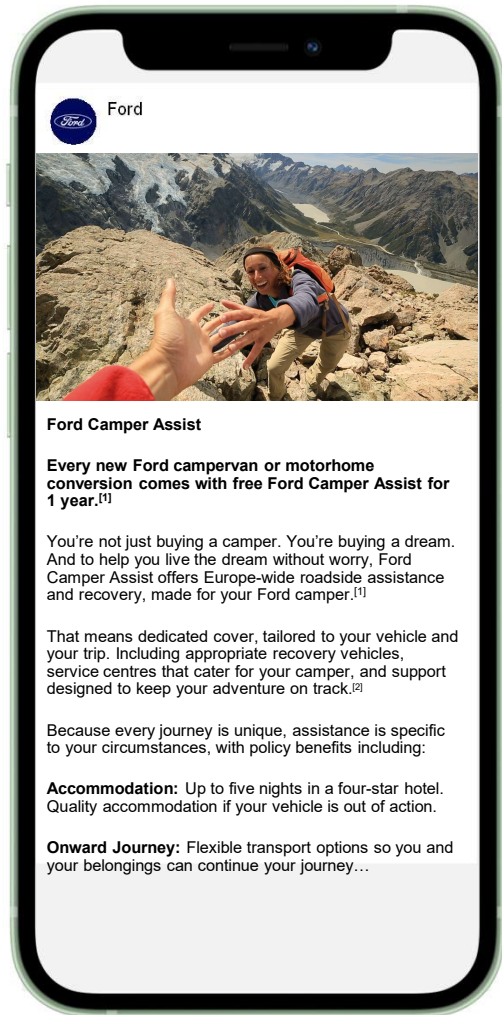
PURPOSE

PAID COPY OPTIONS

Free Ford Camper Assist for 2 years with every new Ford camper or motorhome conversion.*

DESTINATION

LinkedIn Article - UK



Ford Camper Assist

Every new Ford campervan or motorhome conversion comes with free Ford Camper Assist for 1 year.^[1]

[Image: helping hand hero image]

You're not just buying a camper. You're buying a dream. And to help you live the dream without worry, Ford Camper Assist offers Europe-wide roadside assistance and recovery, made for your Ford camper.^[1]

That means dedicated cover, tailored to your vehicle and your trip. Including appropriate recovery vehicles, service centres that cater for your camper, and support designed to keep your adventure on track.^[2]

Because every journey is unique, assistance is specific to your circumstances, with policy benefits including:

Accommodation: Up to five nights in a four-star hotel. Quality accommodation if your vehicle is out of action.

- **Onward Journey:** Flexible transport options so you and your belongings can continue your journey.
- **Replacement Vehicle:** Stay on the road with a suitable vehicle provided for up to five days.
- **Repatriation:** If we can't repair your vehicle abroad, we'll bring it home.

Talk to your Ford Dealer to find out more about Ford Camper Assist.

Reaching out wherever you roam.

^[1] Applicable from all 2024 MY Transit Custom campervan or motorhome conversion and 2024.75 MY Transit campervan or motorhome conversion registered before the end of 2024. After the initial period standard charges apply. See T&Cs for details.

^[2] Terms and conditions apply. For more details visit [<insert terms and conditions URL>](#)

PURPOSE

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[Image: helping hand hero image]

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[SPAIN, ITALY, GERMANY]

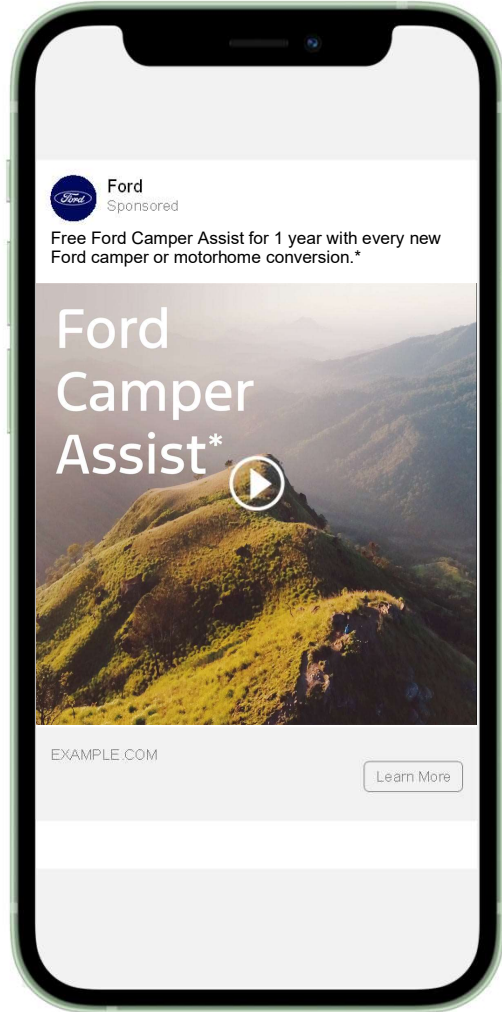
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^[2] Terms and conditions apply. For more details visit [<insert terms and conditions URL>](#)

PURPOSE

DESTINATION

Meta 1:1 Social Ad - Video - UK



DESTINATION

PURPOSE

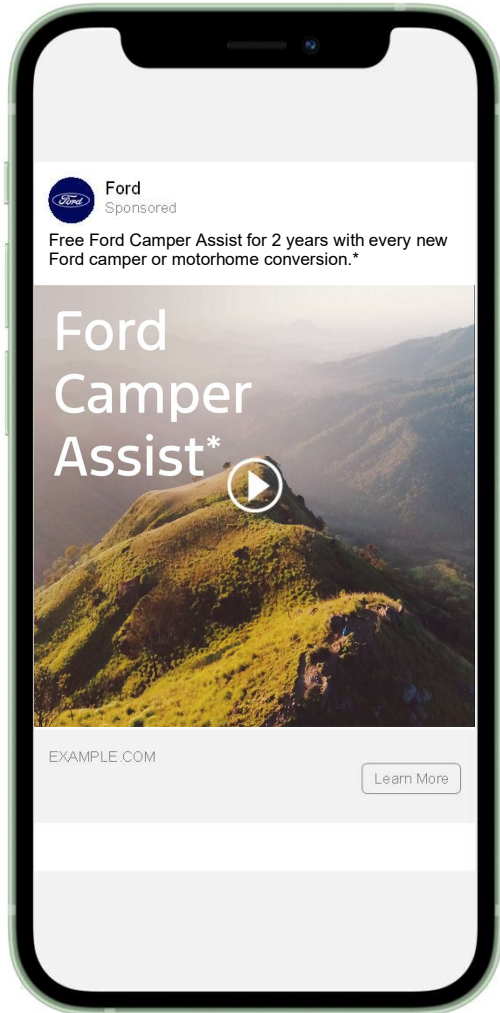
PLATFORM(S)

PAID COPY OPTIONS

Free Ford Camper Assist for 1 year with every new Ford camper or motorhome conversion.*

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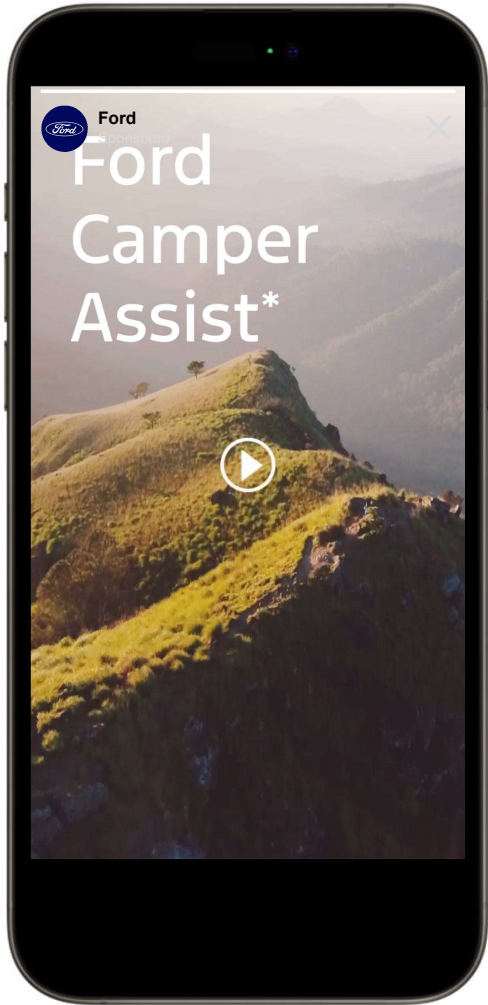
PLATFORM(S)

PAID COPY OPTIONS

Free Ford Camper Assist for 2 years with every new Ford camper or motorhome conversion.*

DESTINATION

Meta 9:16 Story Ad - Video - UK



DESTINATION

PURPOSE

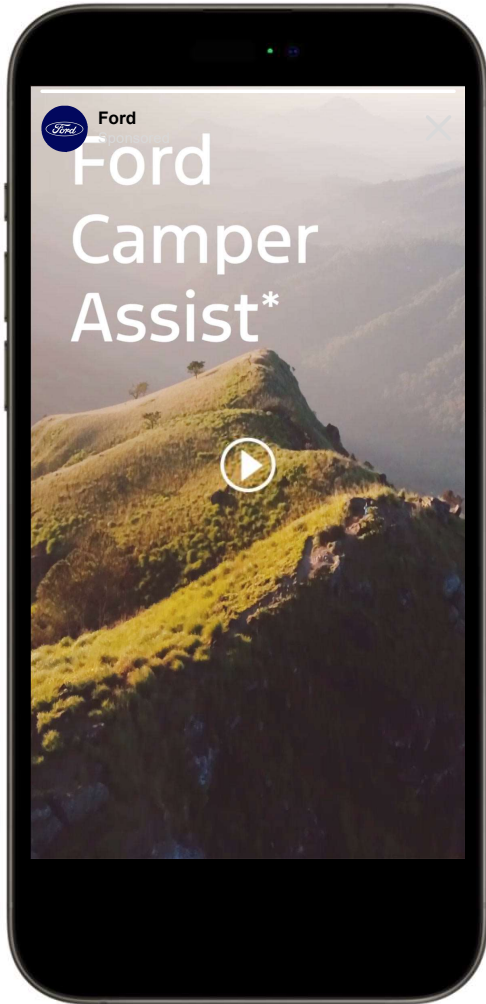
PLATFORM(S)

PAID COPY OPTIONS

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Meta 9:16 Story Ad - Video - EU



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PURPOSE

PLATFORM(S)

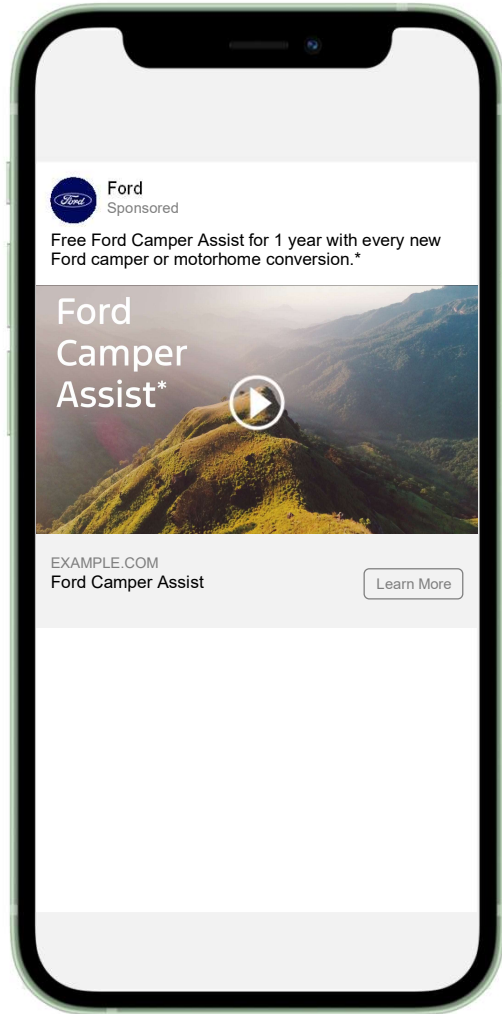
PAID COPY OPTIONS

Free Ford Camper Assist for 2 years with every new Ford camper or motorhome conversion.*

DESTINATION

FORD CAMPER ASSIST

Meta 16:9 In-Stream Ad UK



DESTINATION

PURPOSE

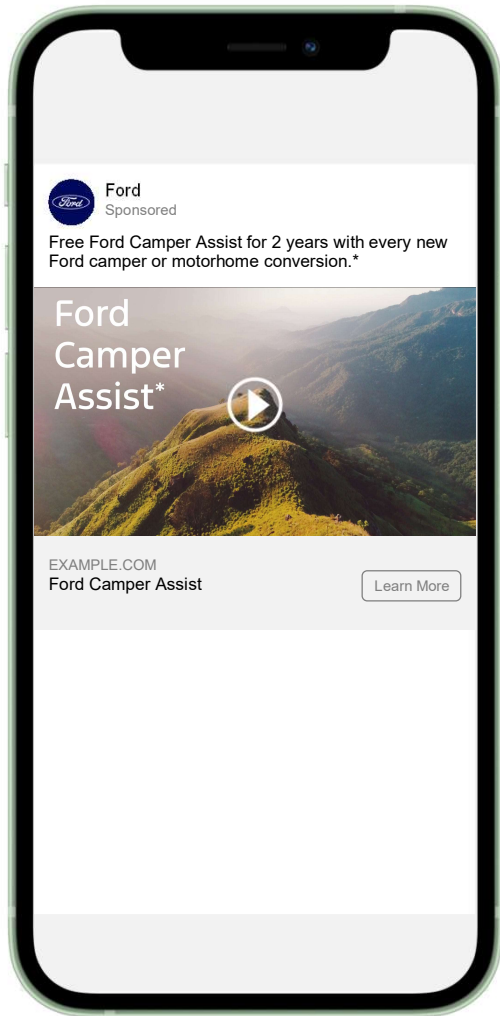
PLATFORM(S)

PAID COPY OPTIONS

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PURPOSE

PLATFORM(S)

PAID COPY OPTIONS

Free Ford Camper Assist for 2 years with every new Ford camper or motorhome conversion.*

DESTINATION

Document Ad – UK



Ford Camper Assist

Ford Camper Assist

Ford Camper Assist

Ford Camper Assist

Reaching out.
Wherever you roam.

Enhanced roadside assistance.
Tailored for Ford campervans and motorhomes.¹



Every new Ford campervan or motorhome conversion comes with free Ford Camper Assist for 1 year¹. Reaching out, wherever you roam.

That means dedicated Europe-wide roadside assistance and recovery, tailored to your vehicle and your trip. Including appropriate recovery vehicles, service centres that cater for your camper, and support designed to keep your adventure on track.²



Because every journey is unique, assistance is specific to your circumstances, with policy benefits including:



Accommodation
Up to five nights in a four-star hotel. Quality accommodation if your vehicle is out of action.



Onward Journey
Flexible transport options so you and your belongings can continue your journey.



Replacement Vehicle
Stay on the road with a suitable vehicle provided for up to five days.



Recovery
If we can't repair your vehicle where you are, we'll tow it to a Dealer who can.



We're here to help:



Email us at: xxx@xxxx.xxx



Call Ford Camper Assist 24/7/365: XXX XXX XXX

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² Terms and conditions apply. For more details visit <insert terms and conditions URL>



Document Ad – EU



Ford Camper Assist

Reaching out.
Wherever you roam.

Enhanced roadside assistance.
Tailored for Ford campervans and motorhomes.¹



Ford Camper Assist

Reaching out, wherever you roam. Every new Ford campervan or motorhome conversion comes with free Ford Camper Assist for 2 years¹. Reaching out, wherever you roam.

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Ford Camper Assist

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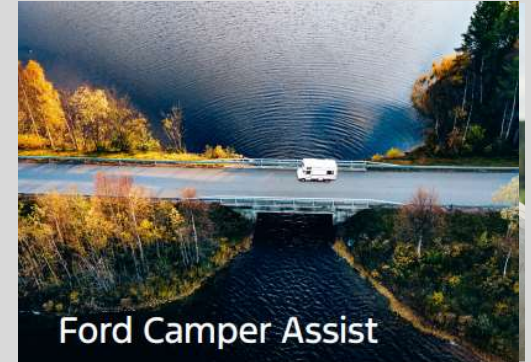
Onward Journey
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Replacement Vehicle
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Recovery
If we can't repair your vehicle where you are, we'll tow it to a Dealer who can.



Ford Camper Assist

We're here to help:



Email us at: xxx@xxxx.xxx



Call Ford Camper Assist 24/7/365: XXX XXX XXX

¹ France

¹ Applicable from all 2024 MY Transit Custom campervan or motorhome conversion and 2024-25 MY Transit campervan or motorhome conversion registered before the end of 2024. Insurance product arranged, administered and provided by XXX Insurance company supplying insurance + details of insurance company, Oris number - See T&Cs for details.

² Terms and conditions apply. For more details visit [insert terms and conditions URL](#).

³ Spain, Italy, Germany

³ Applicable from all 2024 MY Transit Custom campervan or motorhome conversion and 2024-25 MY Transit campervan or motorhome conversion registered before the end of 2024. After the initial period standard charges apply. See T&Cs for details.

⁴ Terms and conditions apply. For more details visit [insert terms and conditions URL](#).



Email Block



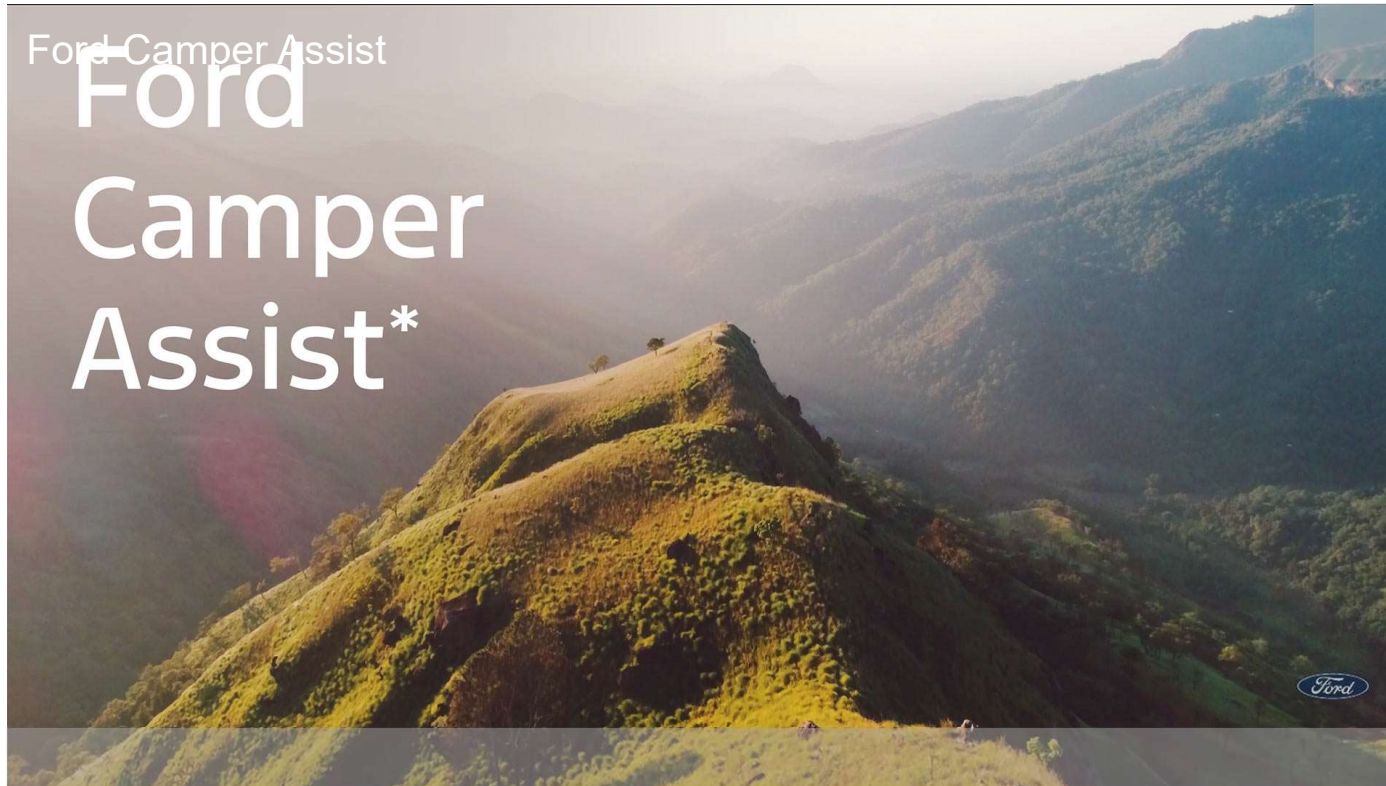
Lorem ipsum dolor sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in.

Lorem Ipsum



YouTube 16:9 Organic Video



PURPOSE

Ford Camper Assist | Dedicated Roadside Assistance for Campers

Nothing should stop your adventure. Every new Ford camper or motorhome conversion comes with free Ford Camper Assist for 2 years^[1]. Reaching out wherever you roam.