

Ford in branded content push

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Ford has teamed up with website The Fashion Spot on a branded content initiative to promote the car maker's Fiesta model.

Aimed at stylists, designers and fashion-conscious consumers, the custom channel will feature webisodes and other editorial content linked to the Ford Fiesta.



Fashion Spot will also cover Ford-sponsored events including Melbourne's Moonlight Cinema program in January. The "Living out loud" channel launched this week and will run until April. The collaboration aims to position the Ford Fiesta as fashion forward.

Ford marketing vice president Beth Donovan said: "Because The Fashion Spot is a staple in the online fashion space, working with the site creates a unique opportunity for Ford to attract women interested in beauty and style, and to further align our brand with the fashion world."

The Fashion Spot managing director Dana Glazer said: "Teaming up with Ford Motor Company and integrating the exciting new Fiesta into The Fashion Spot's new channel is a unique opportunity for us. The Ford Fiesta and FashionSpot brands both appeal to young hip crowds who are interested in the fashion industry."