

concept cargo & transit

Client: 

- Working for a European market
- Integration with marketing department
- Storyboard planning
- Corporate identity consistency

Brief:

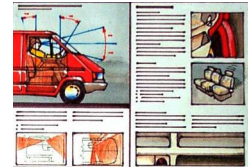
Ford Europe commissioned SA to work on the production of promotional materials for the launch of its Ford Cargo truck and subsequent Transit product ranges.

Solution:

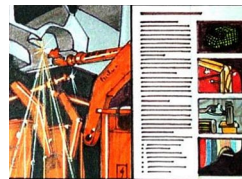
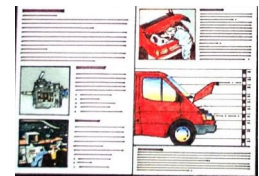
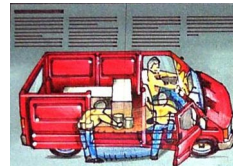
Using our varied resources SA created and developed the graphical format and storyboarding for the promotional materials with key marketing features highlighted to Ford's customers.

Result:

The result was a clean concise advertising message within the brochures and data packs for both Ford Cargo and Transit vehicles. Based on this initial project and the relationship that grew, Ford used SA for a number of subsequent projects including a micro computer related to vehicle selection in the dealerships.



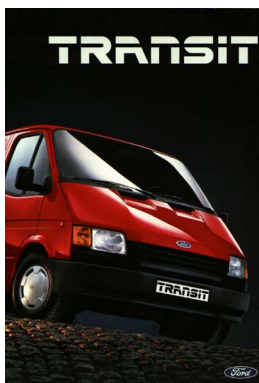
Storyboard Visuals



design studio
product design
architecture



Concept Cargo Cutaway Exhibit



Brochures



Transit Promotional Pack