

## Lincoln Launches 'DREAMS' TV Ad Campaign

Lincoln has launched its 'Dreams' TV ad campaign for Navigator and all-new Lincoln MKX, which are scheduled to debut later this year. Said ads will be featuring Dwyane Wade of NBA Championship-winning Miami Heat and Rocco DiSpirito, nationally-recognized gourmet chef and author.

The "Advancing the American Dream" ad campaign, which is created by Y&R Detroit, is aimed at reaching both the heart and the mind of potential Lincoln customers and encouraging them to pursue their dreams. The goal is to convey the power of dreams and inspire people to experience their dreams. As the its tagline goes - "Reach Higher."

Lincoln's new ad campaign is composed of 4 distinct commercials that will debut this summer and fall. The first commercial is called "anthem." The 60-second commercial showcases a series of individuals with different dreams and aspirations. "Hoops" is another commercial that features NBA All-Star Dwyane Wade. In the latter part of the commercial Wade said, "My dream is to leave the world better than I found it."

"Bounty" features celebrity chef Rocco DiSpirito. DiSpirito's dream statement is, "My dream is to offer the best of everything to everybody." This spot will run concurrent with the launch of the Lincoln MKX later this year. Finally, the "ditch" is made for Lincoln MKZ. The driver says, "My dream is to ditch the corner office."

"Lincoln will use the 'Dreams' platform to speak to people achieving success on their own terms," said Al Giombetti, President of Ford and Lincoln Mercury. "We will make 'Dreams' the Lincoln brand's largest and most comprehensive marketing drive in more than a decade as we launch the Lincoln MKZ, our first all-wheel drive car, the Lincoln MKX, our first crossover and the most luxurious and refined Lincoln Navigator ever."

"Lincolns are the reward for people who are achieving their dreams, and they are seeking unique and elegant designs to celebrate their success," continued Giombetti. "Our designers and engineers are inspired by this vision."

[Lincoln Navigator body parts](#) are upgraded to suit the redesigned version of the vehicle. Lincoln MKX, on the other hand, is the first vehicle to utilize the automaker's new naming convention that eliminates conventional names in favor of the European and Asian.

"Navigator established the full-size luxury SUV segment and has been a hit ever since," added Giombetti. "Now, we're offering customers the most quiet, comfortable and sophisticated Navigator ever – along with a new extended length Navigator L with even more cargo room."

### About the Author

Pamela Hewitt is marketing consultant of a successful auto body shop in Philadelphia, Pennsylvania. This 39 year old is also a prolific writer, contributing automotive related articles to various publications. She is also an offroad enthusiast. You can check out [Lincoln Navigator body parts](#) for more information.

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