



**How Ford Tapped into a New Twitch
Audience with the Mustang Mach-E
Drive Stream
Automotive**



At the end of 2020, Ford ramped up its efforts to promote the 2021 all-electric Ford Mustang Mach-E.

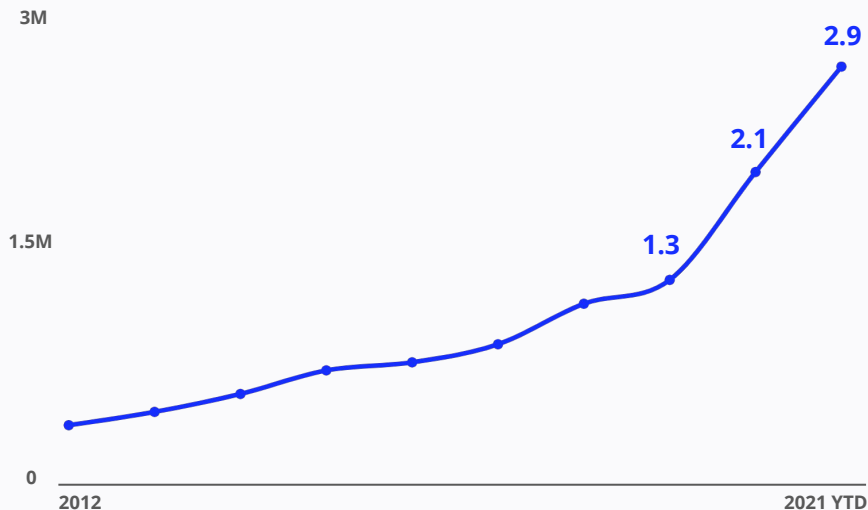
At the end of 2020, the brand invested \$118K to run YouTube videos promoting the new vehicle. In addition to this, Mustang organized a Twitch-exclusive campaign to introduce the Ford Mustang Mach-E to a young millennial and gen Z audience.

The brand built a real 100,000 sq. foot interactive track and collaborated with top Twitch gamers to organize a drive stream.

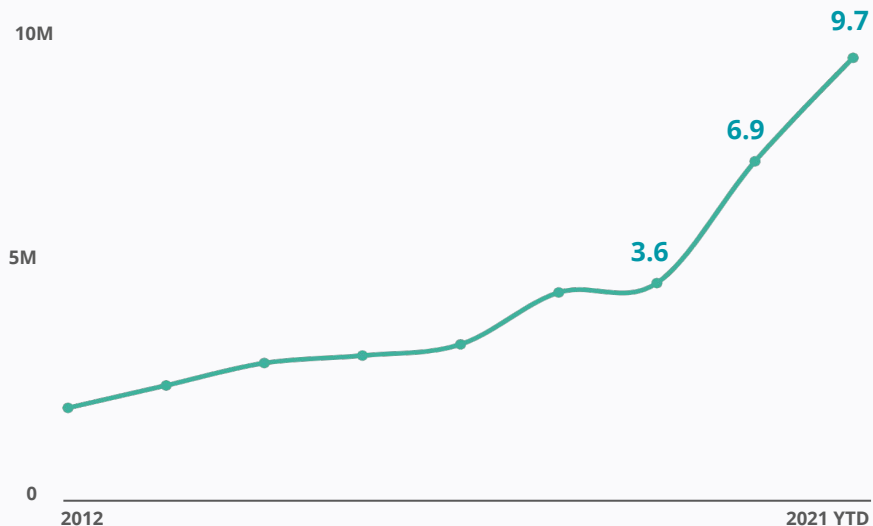
Twitch has seen explosive growth in 2020: concurrent viewers grew by **+68%** while the number of monthly streamers almost doubled (**+89%**).

Many other brands such as Lexus recently tapped into Twitch to engage the platform's millennial and gen-z audience.

Avg. Concurrent Viewers, Millions



Monthly Broadcasters, Millions



Ford Mustang leveraged owned media (examples of the channels they used), influencers (Twitch gamers) and PR coverage via automotive online magazines to drive attention to the virtual Twitch stream drive.



Dec. 15, 2020

Promo



Dec. 18, 2020

Dec. 18, 2020

Drive Stream



Dec. 22, 2020

Dec. 20, 2020

Post Event

Owned Media

Influencers

PR Coverage



Twitch



Video Ad

The brand started promoting the event only a few days prior to the live stream, with the first announcements appearing around Dec 15.

The live stream event took place on Dec. 18 at 9PM EST. At least 7 gamers were engaged to stream the drive.

Ford created an event video featuring the preparation time-lapse and the actual live stream with gamers virtually operating the car. A one minute and 30 second clip was later aired as a YouTube ad.

On Dec. 15, 2020, Mustang announced the upcoming stream on its social channels, followed by reminders and last call posts during the next three days.



Ford Canada

15 December 2020 · 🌐

Test Drive the new Mustang Mach-E - live on Twitch. To virtually get behind the wheel, visit twitch.tv/FordDriveStream at 9PM EST Dec 18. #MustangMachE #FordDriveStream



Ford Motor Company · @Ford · Dec 16, 2020

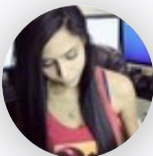
Test Drive the new Mustang Mach-E - live on Twitch. To virtually get behind the wheel, visit twitch.tv/FordDriveStream at 9PM EST Dec 18. #MustangMachE 🎮 #FordDriveStream



Ford engaged a group of Canadian gamers with a total number of Twitch followers reaching almost 7M.



NickEh30
Followers: **2.8M**
[Click to view](#)



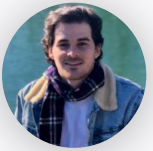
Chica
Followers: **1.9M**
[Click to view](#)



KayPea
Followers: **738K**
[Click to view](#)



Aiekillu
Followers: **727K**
[Click to view](#)



Daltoosh
Followers: **391K**
[Click to view](#)



AR12Gaming
Followers: **283K**
[Click to view](#)



Nasher
Followers: **92K**
[Click to view](#)

Prior to the stream, the gamers posted on their social channels to announce the day and time of the stream drive. On the day of the event, the gamers published another post reminding their followers of the Twitch event.



Ford engaged the press to spread the news about the Twitch Drive Stream event and several automotive journals published a press release.

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AUTOSPHERE

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Canada (English) | Français

Mustang Mach-E Drive Stream on Twitch: Reimagine the Test Drive

16 December 2020 Shelby Brown



This Friday December 18th at 9 p.m. EST Ford Motor Company is bringing the all-electric Mustang Mach-E to the world of Twitch. In this live stream event, users will have the opportunity to digitally control a real Mach-E, on a real custom-built, 100,000 sq. foot interactive track all from the comfort of home.

Users will travel through unique virtual electrified worlds putting the Mach-E through its paces.

At key moments throughout the course, users will be able to vote on the actions the driver can make in real-time alongside thousands of other users, moving them closer to the finish line.

Join* in on the live experience by [CLICKING HERE](#) this Friday, December 18 at 9:00PM EST.

*Please note, if you do not have an existing Twitch account you will be able to watch, but not be able to participate in the game. If you wish to participate, we encourage you to sign up on Twitch prior to December 18.

Categories : Dealerships, Press release Tags : 2021, Event, Ford, Product and Service, Twitch



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CARBUZZ

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15,000,000 km VW Prepaid Maintenance Plan provided at no additional cost with cash purchase, finance or lease of new and unregistered 2021 Atlas models. Plan covers maintenance appointments for services recommended by VW within 3 years or 45,000 km (whichever occurs first).

Test Drive A Real Ford Mustang Mach-E On Twitch

DEC 17, 2020 BY MARTIN WONG IN ELECTRIC VEHICLES 1 COMMENT

The one-time-only event will be streamed on Twitch on December 18.

With more people stuck at home during the pandemic, automakers have been finding innovative ways to replicate the traditional car shopping experience online from the comfort of buyers' homes. Nissan, for example, has launched a new online platform that lets you take a virtual tour of a showroom, explore the latest models, and book a test drive. Ford is taking this a step further by letting you test drive a Mustang Mach-E online to celebrate the electric SUV's recent launch. This isn't a virtual simulation, either; users will be able to control a real Mustang Mach-E without having to visit a dealership.

In a "live drive stream event" hosted on the popular streaming service Twitch, users will be able to digitally control a real Mach-E on a real custom-built 100,000 square-foot interactive track from the comfort of their living rooms.



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AUTOSPHERE

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Canada (Français) | English

Mustang Mach-E Drive Stream sur Twitch, Réimaginez le test de conduite

16 décembre 2020 Shelby Brown



Stream du Mustang Mach-E PHOTO Shutterstock

Vendredi 18 décembre à 21 heures (heure du THT), le Ford Motor Company présente le Mustang Mach-E entièrement électrique dans le monde de Twitch.

Dans le cadre de cet événement en direct, les utilisateurs auront l'occasion de contrôler numériquement une véritable Mach-E, sur une piste interactive de 100 000 pieds carrés conçue pour mesurer le fait dans le confort de leur foyer. Les utilisateurs pourront à travers des mondes virtuels électrifiés uniques en mettant le Mach-E à l'épreuve.

À des moments clés du parcours, les utilisateurs pourront voter sur les actions que le pilote peut faire en temps réel aux côtés de milliers d'autres utilisateurs, les rapprochant ainsi de la ligne d'arrivée.

Participer à l'expérience en direct en [CLIQUEZ ICI](#) ce vendredi 18 décembre à 21 h EST.

*Veuillez noter que si vous n'avez pas de compte Twitch, vous pourrez regarder le jeu, mais pas y participer. Si vous souhaitez participer, nous vous encourageons à vous inscrire sur Twitch avant le 18 décembre.

Catégories : Commercial et service, Concessionnaires, Députés : 2021, Evénement, Ford, Produit et service, Twitch



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2021 Ford Mustang Mach-E Test Drives To Take Place Virtually On Twitch: Video

by Brett Foote December 16, 2020, 6:43 am



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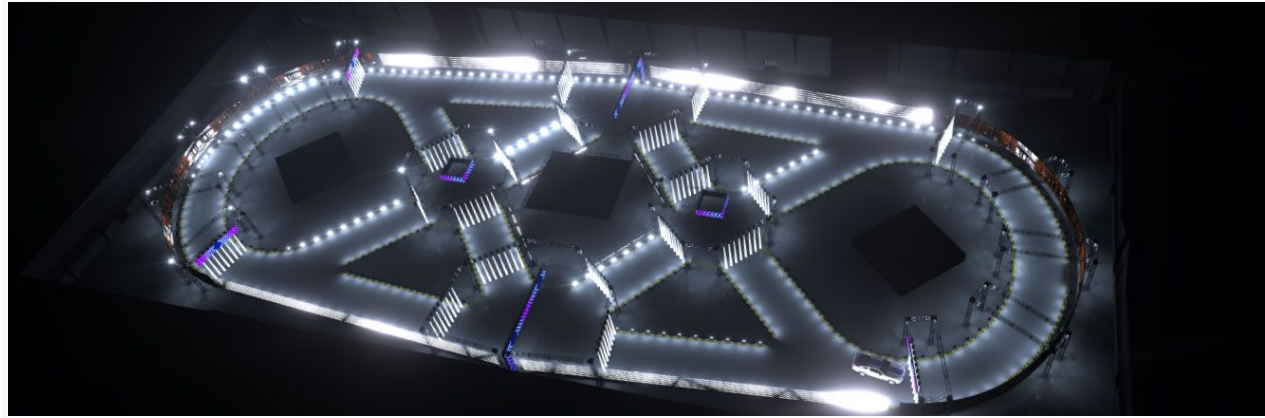
TRENDING NOW

- 2021 Ford EcoSport Gains New Luxe Yellow Color-First Look
- Lincoln Continental Discount Offers Up To \$5,500 Off In April 2021
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- M-Sport Ford World Rally Team Prepares To Take On Rally Croatia
- Washington State Passes Bill With Targeted 2030 ICE Vehicle Ban
- Hennessey Performance Pits Mustang Shelby GT500 Against Dodge Durango SRT Hellcat: Video

The Event

The Twitch Drive Stream took place on December 18, 2020, in an interactive track Ford Mustang build specifically for this activation in Pony Park in Toronto, Canada.

Twitch streamers and their followers virtually were virtually navigating the car from their home. The gamers were taking turns to stream the ride. The streamers encouraged their audience to participate in comments to determine which turn the car should take, slow down or accelerate.



100,000 sq. foot interactive track

Pony Park in Toronto, Canada



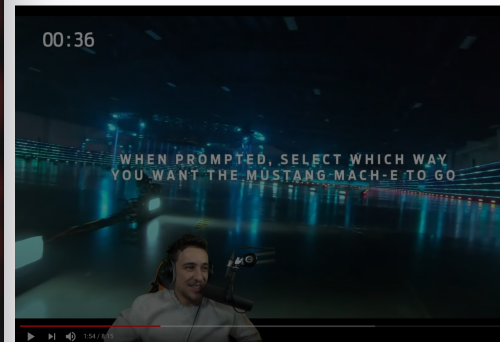
Aiekillu streaming his drive



Daltoosh streaming his drive

How did it work:

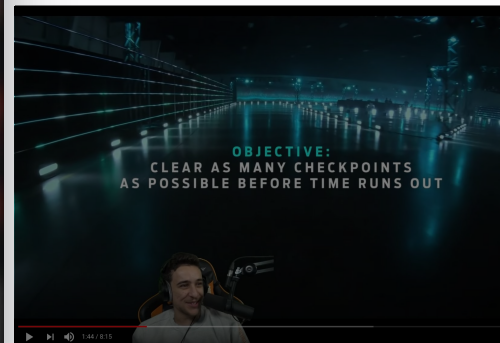
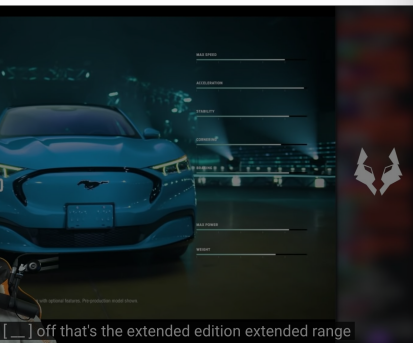
Each Twitch stream begins with a 25-second car overview allowing a gamer to call attention to some Mustang Mach-E features.



How did it work:

Car overview is followed by the on-screen stream drive rules:

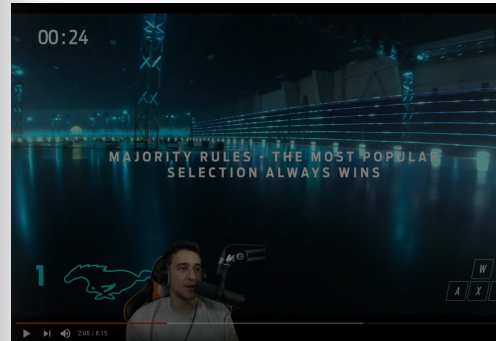
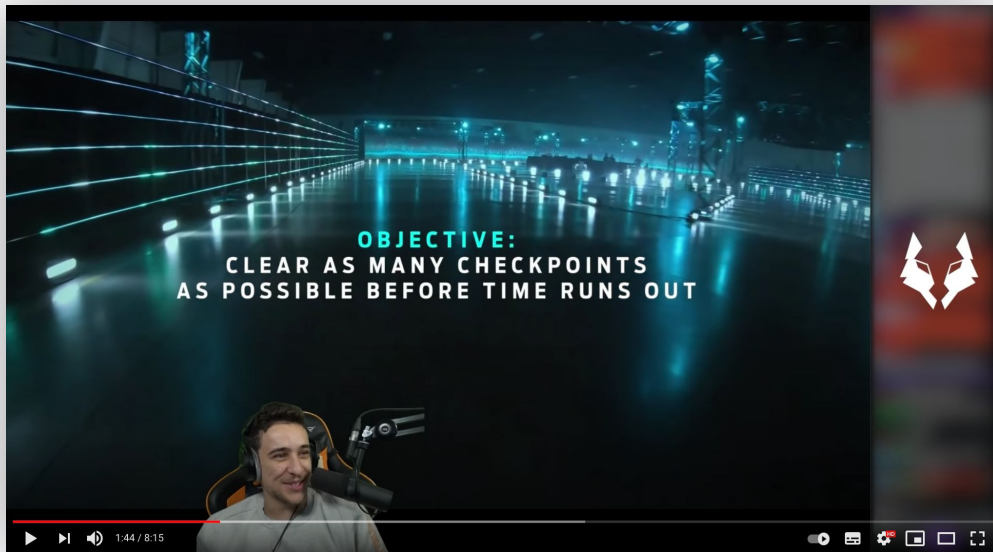
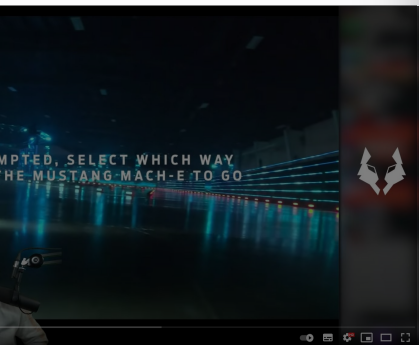
- 1. Twitch streamers encouraged their viewers to choose a direction in which the Mustang Mach-E will drive by commenting in the stream chat.**



How did it work:

Car overview is followed by the on-screen stream drive rules:

2. **By collectively deciding where to go in the chat comments, the team has to clear as many checkpoints as possible before their time runs out.**



How did it work:

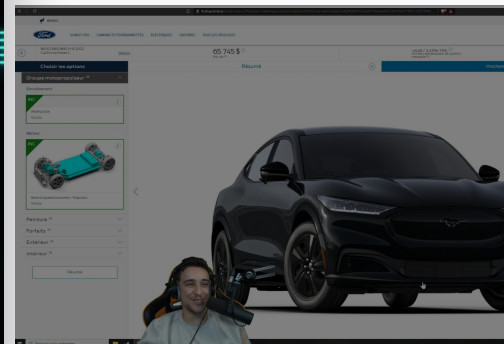
Car overview is followed by the on-screen stream drive rules:

3. The most popular selection will determine where the car will go.



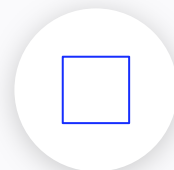
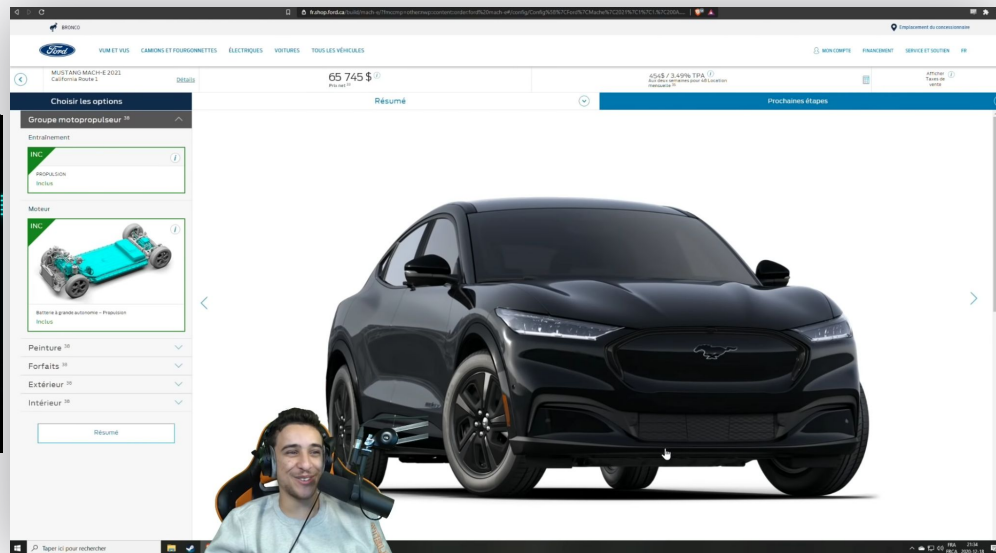
How did it work:

Each streamer gets to play at least two rounds and then passes it over to another Twitch gamer.



How did it work:

At the end of the video, some gamers chose to go in-depth about car features.



After the stream, Ford Mustang created a post-event YouTube advertisement featuring the process from how the track was built to streamers navigating the car along with Twitch viewers.

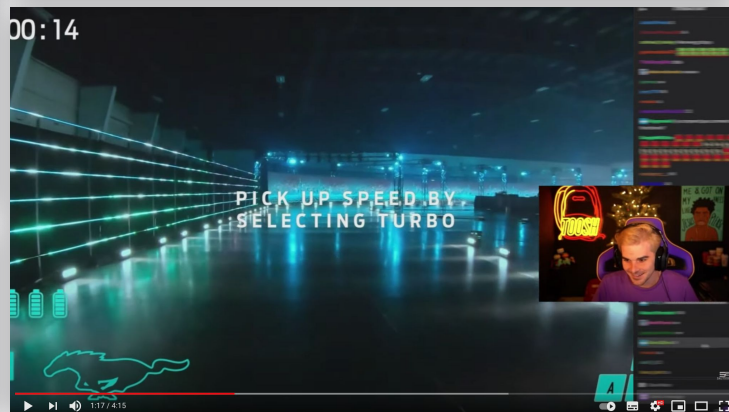


Spend: **\$20.3K**
Impressions: **767K**
CPM: **\$26.5**
[Click to watch](#)

After the stream, some gamers uploaded Ford Mustang drive stream videos on their YouTube channels, where they got up to 37K views. Others expressed their thanks for the opportunity to participate in the campaign via Twitter posts.



Views: 37K
[Click to watch](#)



Views: 11K
[Click to watch](#)

Key Takeaways

Platform Choice — Ford Mustang Tapped into Twitch to Engage the Millennial and Gen-Z Audience: The Twitch platform has seen explosive growth in 2020 — concurrent viewers grew by +68% while the number of monthly streamers almost doubled (+89%). Many brands tapped into the platform to reach a remarkably young audience — 73% of Twitch users are under 34 years old. Ford's offering was a drive stream, where the users could help navigate a real Ford Mustang Mach-E on the interactive track by commenting in the Twitch stream chat.

Promotion — The Brand Leveraged its Owned Channels, Twitch Gamers' Platforms And the Press to Promote the Stream: Ford Mustang started promoting the Twitch Drive Stream about three days before the live event. The brand engaged the press to spread the news and posted on its own social media accounts. Twitch gamers invited their followers to join the stream by announcing the event on their Twitter accounts. The drive stream took place on the streamers' own Twitch accounts as well as a Ford Mustang's dedicated Twitch page.

Event — Streamers Encouraged Its Viewers to Participate in the Stream Chat and Help Navigate the Car: Each drive stream started with a short promo video of a Ford Mustang Mach-E which gave streamers a chance to call out specific car features. After a car overview, streamers were introduced to the drive stream rules:

- When prompted, choose a direction the car should go
- Viewers have to comment a direction in the stream chat
- The most popular choice wins

Streamers with excitement encouraged viewers to participate in the chat and cheered as the car made the correct turns. After the event, the streamers expressed their thanks to Ford for giving them an opportunity to virtually drive the car. Ford created a YouTube advertisement featuring highlights from the Drive Stream event backed up by a \$22K budget