



EST. 1922 | *100 years*

Lincoln Motor Company: Celebrating 100-years of American Luxury

Ted Ryan

Archives and Heritage Brand Manager
Ford Motor Company





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LINCOLN 100th ANNIVERSARY Communications Plan

February 17, 2022



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2022 marks the 100th anniversary of the Lincoln brand, and a true progressive moment where past, present and future will coalesce in a clear and forward-focused narrative.

This celebration will engage all our audiences—current clients, dealers, employees, media, influencers—and will broaden the aperture to delight and attract new audiences as well.

Insight

Lincoln: An American Icon



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A timeless, enduring luxury brand that has led the industry since 1922, has earned its place in the cultural conversation with fans ranging from presidents to superstars to proud owners, and will continue to lead in electrifying the future. A brand that has always thrived at the forefront of design, innovation, and inspiration.

Our culture has bestowed the brand with its iconic status, and Lincoln confidently and graciously accepts its rightful place.

2022 marks the celebration of the brand's 100th anniversary, as we look forward to the future of Lincoln.

Lincoln 100th

Strategic Framework



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Strategy

Own the fact that Lincoln is central to America's cultural conversation – it has been for the past 100 years, and will continue to be, far into the future

Anchoring Narrative

Lincoln is an American Icon

Audiences

Consumers

Media

Int'l Mkts

Employees

Investors

Dealers

Brand Pillars

Luxury | Sanctuary | Innovation | Design | Technology

Channels

Digital

Earned

Events

Dealerships

ATL Brand Comms

Mandatories

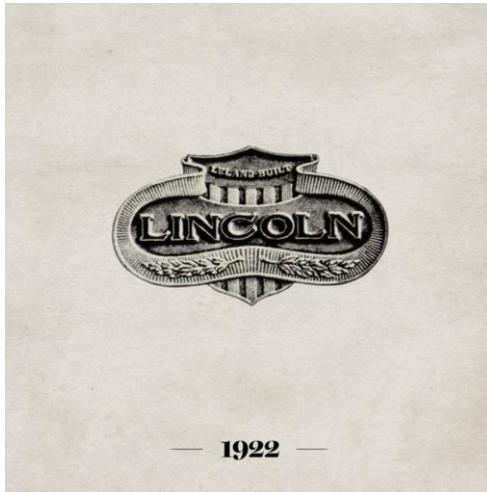
- Highlight and celebrate 100th in all brand comms with logo
- Messaging demonstrates Lincoln's iconic role of always leading / a future-forward brand; Heritage storytelling should clearly communicate Lincoln's societal contributions in culture such as music, fashion, technology
- Continue to build on Lincoln's role in the Ford+ plan and showcase Lincoln as a key player in design, connected technologies and electrification; full integrated with China
- Generate excitement and advocacy among current and new audiences



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Lincoln 100th

The Anchoring Narrative



Lincoln is an **American Icon** and has always been a leader. The attributes that define an icon – influential, daring, exceeding standards, demonstrating constant creativity, and creating the trends, not following them—are the same attributes that have made Lincoln the enduring brand that it is.

We have never taken a backseat to luxury design, innovation, or technological advances; we have been at the forefront of these since day one.

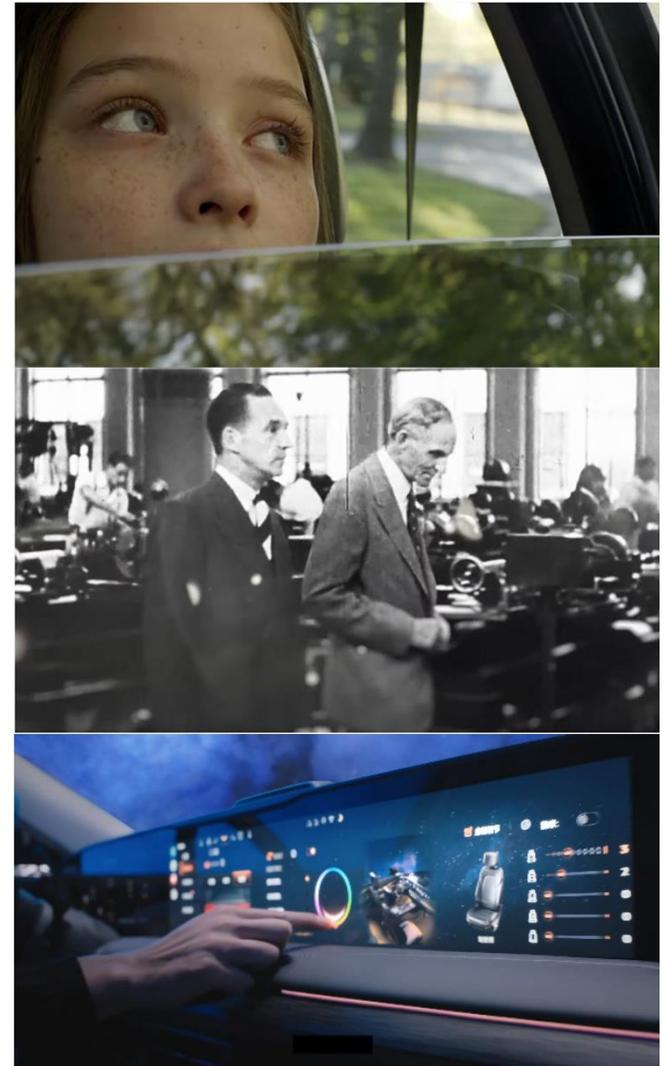
Spanning across continents, Lincoln has been celebrated throughout the years by historical figures, larger-than-life personalities, and consumers who proudly call themselves “owners”. It is time we took our own celebratory lap. Not with ego or hubris, but with the same quiet grace and confidence that embodies our essence of “sanctuary”.

Lincoln 100th **Creative Vision**

There is a reason Lincoln has captivated the collective consciousness. A reason it has been featured in a host of films and music and art since its inception. Lincoln has been a muse, an inspirational and aspirational brand that embodies sleek future-forward design—and yet, so much more than that as well. Lincoln unabashedly IS the gravitational force around which other brands and artists and creators have orbited in the cultural conversation.

As an American Icon of design, style, and cutting-edge ethos, it is critical that all we do this year reflects and celebrates that.

There are a number of ways to bring this to life, but all must meet the standard we as a brand have set.



Lincoln 100th Anniversary Chapters



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Creative Thread: Celebrating an American icon – yesterday, today and tomorrow
Consistent Storytelling across Earned/Owned/Social and Stakeholder Engagement Opportunities throughout the year

CHAPTER One: A Look Back at Lincoln

January – Feb 2022
Earned storytelling coverage celebrating the Lincoln 100th Anniversary



CHAPTER Two: Celebrating a Centennial; Tease the Future

March – May 2022
Lincoln BEV Concept Reveal - a representation of the brand's electrified future.
Los Angeles, CA / Beijing, China



CHAPTER Three: A Bold, Visionary Future

June - August 2022
Reveal the Lincoln Centennial Concept – a visionary look at the brand's future – at Pebble Beach where Lincoln is the featured marque.



CHAPTER Four: And Forward We Go...

September – 2023
Keep the momentum and showcase our path forward; leverage 707 debut to showcase how we are keeping our products fresh but also looking ahead towards 2023 and beyond.



Lincoln 100th

Chapter One: February 4th Celebration



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Lincoln 100th

Chapter One: February 4th Celebration

Integrated efforts with marketing communications, social, internal and executive communications for a major push on February 4th to kick off the celebration of our 100th.

MOTORTREND | CAR LISTS

These Are the 10 Greatest Lincolns Ever Made

A quick look at Lincoln's greatest hits during its 100-year history.

CAR AND DRIVER

Lincoln's Centennial: A Mega Gallery of Continentals, Presidential Limos, and More

With Lincoln celebrating its 100th birthday, we look back at the brand's highlights and milestones.

Automotive News

Lincoln prepares to reveal first EV as it marks a century of Ford ownership

Ford's luxury division trails competitors in launching EVs

Autoweek

Our 10 Favorite Lincolns from the Past Century

A look back at Lincoln's past 100 years under Ford reveals a lot to love. We pick our faves—and not all of them are Continentals!

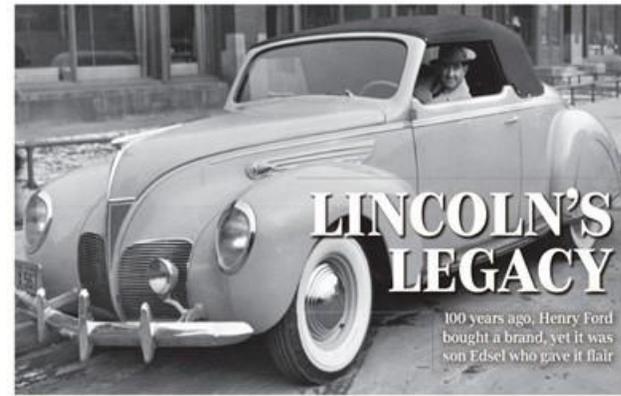
As it embarks on its 2nd century, Lincoln brand builds on storied legacy



Phoebe Wall Howard
Detroit Free Press

7 SUNDAY, FEBRUARY 6, 2022 | DETROIT FREE PRESS

MOTOR CITY SUNDAY



Detroit Tigers legend Mickey Cochrane sits inside his 1938 Lincoln Zephyr. The radiator grille redesign on the Zephyr was so significant it received a patent. [PHOTO COURTESY OF LINCOLN MOTOR COMPANY](#)

Lincoln 100th

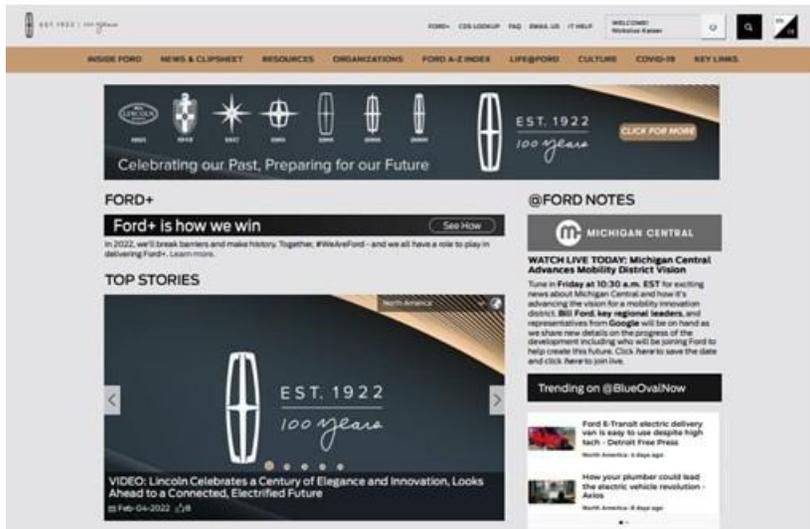
Chapter One: February 4th Celebration



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Integrated effort with the internal team to help share news with employees, dealers and retirees.

Top executives shared social posts along with a leadership toast to Lincoln for the @Ford homepage takeover.



Lincoln 100th

Chapter Two: Archives Tour

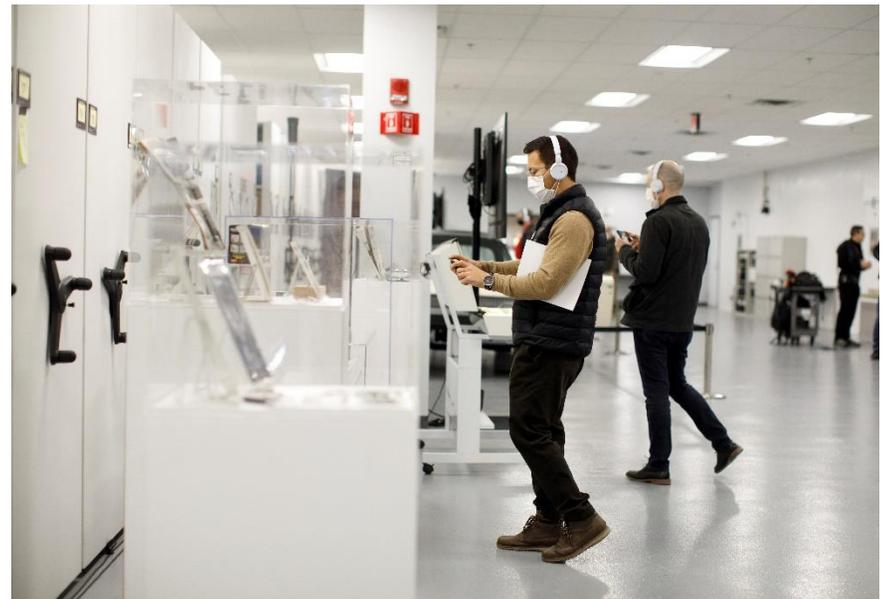
March 24-25, Dearborn | The Lincoln Journey: Experience Our First 100 Years



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Building on the momentum of our February 4 kick-off and as a lead-up to our April events and newsmaking, the Archives Tour provides an opportunity for additional content capture, sustaining storytelling and employee engagement in the month of March leading into the April moments.

Through an immersive gallery experience curated by the Archives team, media and influencers will create personalized stories and content — including bespoke content for BEV pre-placements. The focus is on enthusiast and lifestyle media — keeping our story top-of-mind with influencers. We will also open the doors to a full day of employee tours to build advocates among our internal audiences.



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Chapter Two: New York Auto Show

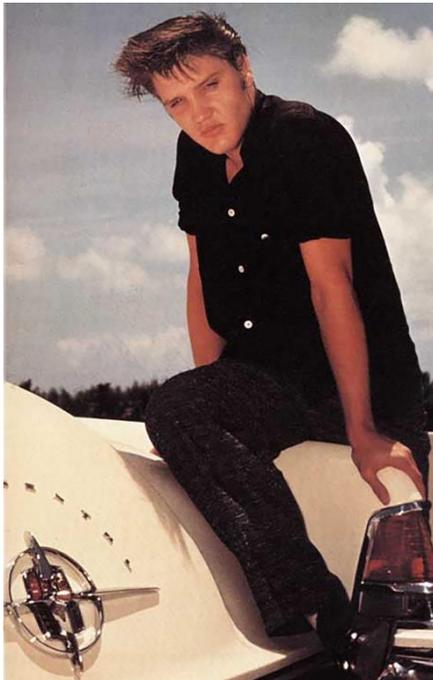
April 12 - 29, New York | The Lincoln Journey: Elvis and the Mark II

.Building on the celebrity nature of Lincoln and to highlight the luxury of the brand. We will borrow Elvis Presley's 1956 Continental Mark II from Graceland to serve as the centerpiece of the Lincoln show area. The display, which also included Presley memorabilia about the car served as a backdrop for multiple media interviews and social media posts.

The display proved to be one of the most popular at the show and was picked up by multiple media outlets.



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Chapter Two: Centennial Celebration + BEV Concept Reveal

Los Angeles | Evening of April 20



Usher in the next century of Lincoln and bring together the brand's most influential partners—featuring those who are creating it today. Held at a stylish, contemporary venue in Los Angeles, we'll invite influential media, consumers, executives and industry leaders.

With brand ambassador Matthew McConaughey, leaders from Lincoln, as well as notable artists and writers, joined us for a discussion and BEV Star Concept reveal.





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Chapter Three: Pebble Beach & Centennial Concept Debut

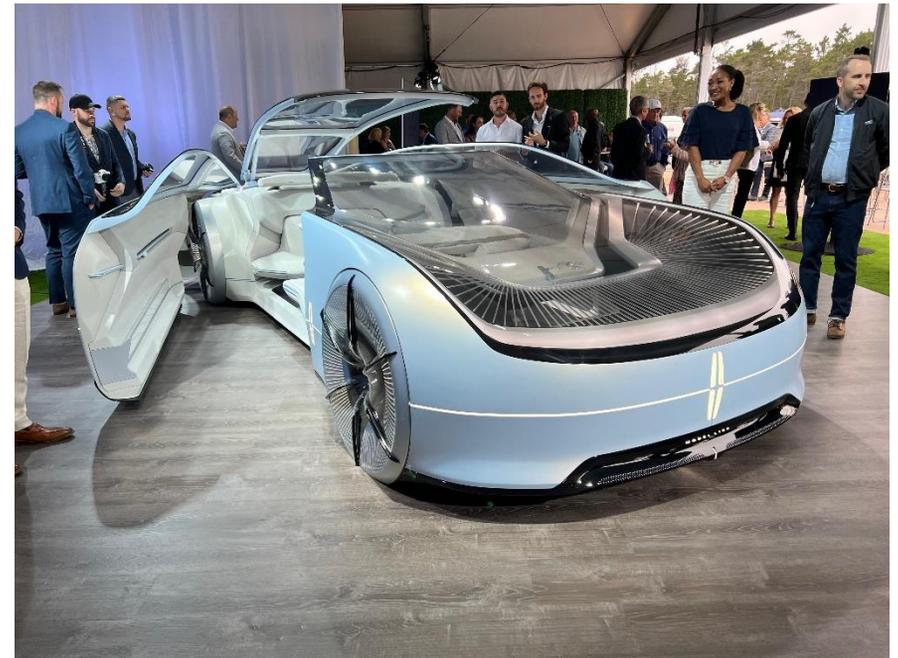
Pebble Beach August 18 – 21

Build anticipation with the debut of Lincoln's forward-looking design concept at Pebble Beach where the brand is the featured mark in 2022. Leverage this world stage to showcase the best of the Lincoln brand and demonstrate a visionary future, while engaging outside audiences via compelling content.

Key moment included the unveiling of the concept BEV by Bill Ford and Jim Farley.



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Chapter Three: Lincoln Homecoming Employee Event

Dearborn WHQ August 10



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Lincoln's Homecoming celebration was held Wednesday 8/10 at Ford World Headquarters in Dearborn, and hundreds of people – employees and enthusiasts – were on hand to admire and enjoy an impressive display of vehicles representing almost every decade of the brand's storied 100-year history. Ask any Lincoln owner about their vehicle, and they have their own unique story to tell.

We filmed a video to share with employees who could not make the event.



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Chapter Four: Dealer Activation

Las Vegas October 7-8

The 100th Anniversary will be one of the focuses of the upcoming Lincoln Dealer Meeting in Las Vegas. While Heritage will be a component of the storytelling, as we enter the 4th Chapter of the Lincoln storytelling, the mix will shift to 70/30 new content with just a nod to the past.

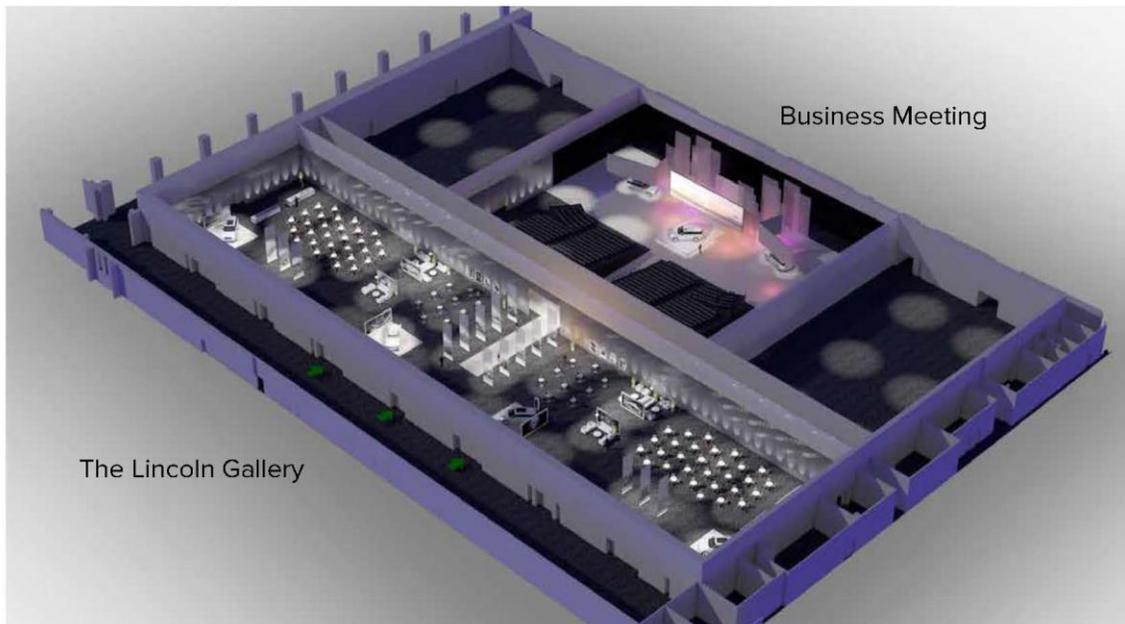
We will be shipping our archives exhibit cases to Vegas and will feature Liz Taylor's Mark II.



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Cristal Ballroom

The Lincoln Gallery & Business Meeting - Rendering



Lincoln 100th Chapter Four: Dealer Activation

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The Lincoln Gallery

Where One Century Meets the Next





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