



TIMELESS™

BRAND ACTIVATION ANNOUNCEMENT

FOR IMMEDIATE RELEASE

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Timeless Commissioned To Create Ford Flashback Ford Flash Daily Video Reels Score Big On Tom Joyner Fantastic Voyage

ATLANTA, GA (May 9, 2016) – TIMELESS Images (a TIMELESS company) was selected by Ford Motor Company to create the first brand specific daily recap video reel on the Tom Joyner Fantastic Voyage 2016 entitled the “Ford Flashback”.

“Our goal was simple...create an entertaining yet educational daily recap of cruise events from the perspective of the presenting sponsor Ford.” said Ryan M. Hill, Sr. CEO of TIMELESS. “I could not be more proud of Imari Havard & his team. They created an unrivaled brand activation strategy and executed with unmatched energy.”

“The success of this event was truly a team effort.” mentioned Imari Havard. “The TIMELESS Images content team was led by Dattrick Davis and Morgan Cox. While the consumer engagement team included certified consumer engagement specialists Jason Carey and Gino Fisher. Gary Brooks II (of TIMELESS DJ Academy) offered musical direction & choreography. Data capture and reporting provided by Coty Elder (TIMELESS Interactive). Without them, we could not have done it.”

Ford Flashback – Daily Recap Videos:

DAY 1: <https://vimeo.com/177286935>

DAY 2: <https://vimeo.com/177302701>

DAY 3: <https://vimeo.com/177303557>

DAY 4: <https://vimeo.com/177305976>

DAY 5: <https://vimeo.com/177307603>

DAY 6: <https://vimeo.com/177307844>

DAY 7: <https://vimeo.com/177307985>

ABOUT TIMELESS BRANDS

TIMELESS is an Atlanta-based full-service experiential marketing firm with blue-chip clients including Ford, McDonalds, Coca Cola, American Cancer Society, Audi, Amtrak & Virgin Mobile. TIMELESS Brands specializes in creating record-breaking marketing strategies which engage consumers...transforming them from viewers into brand ambassadors. For more information, please visit www.timelessbrandsusa.com

ABOUT THE TIMELESS FAMILY OF COMPANIES

TIMELESS is a family of companies offering a complete range of world-class capabilities from professional business services (Marketing & PR) to digital & interactive, creative, travel and full service event production (sound, stage & lighting, etc.)

We Have A Single Goal: ***Be The Absolute Best!***

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