

EVERY-
ONE
LIKES A
DO-IT-ALL

2024 F-150® LARIAT®



Ford



DOC. NAME: FMCA1357000_F150CA_2025_DOOH_HERO_DO_IT_ALL_EN_1080x1920_01.indd LAST MOD.: 6-9-2025 11:39 AM

CLIENT:	Ford	CD:	Alex and Jake	UNIT TRIM:	W: 1080 px x H: 1920 px	DOC PATH:	/Volumes/cs-production-nyc/Ford/2025/FRCNFPUV0020_Ford_CANADA_F150_2025/OOH/Digital/Priority_Hero Do it All/FMCA1357000_F150CA_2025_DOOH_HERO_DO_IT_ALL_EN_1080x1920_01.indd
CAMPAIGN:	CA F150 2025	CW:	Upasti Basappa	UNIT SAFETY:	W: 1060 px x H: 1900 px	FONTS:	American Grotesk Compressed (Black: OpenType), American Grotesk (Bold: OpenType)
TIME #:	FRCNFPUV0020	AD:	Chris Luu	BUILD SCALE:	None	COLORS:	Cyan, Magenta, Yellow, Black
MEDIA:	St. John's, National English - DOOH	AC:	Manvi Anand, Margaret Jakubowski				
CREATIVE:	Hero Do It All - EN	SD:	Mike Nesi				
		PD:	Ashley Mehall				

IMAGES: FRCNFPUT0004_FordCA_F150_SummerSustain_62040_01_K_RGB.tif (356 ppi; RGB: /Volumes/cs-production-nyc/Ford/_Master_Art/2025/150PROOF/Ford CA F150 Summer Sustain/Flattened/RGB/HighRes/FRCNFPUT0004_FordCA_F150_SummerSustain_62040_01_K_RGB.tif; Up to Date: 84.1%)
BFT_Vector_White_v2.eps (/Volumes/cs-production-nyc/Ford/_Logos/BFT Logos/BFT_Vector_White_v2.eps; Up to Date: 31.91%)
Ford_Signature_White_Screen_RGB_v1_wk.eps (/Volumes/cs-production-nyc/Ford/_Logos/Ford_Script/RGB/Ford_Signature_White_Screen_RGB_v1_wk.eps; Up to Date: 185.22%)