

Ford Scores Big on the Release of its Bronco Raptor Campaign with the Help of Trespasser Productions

Car industry giant engages boutique production house to create an aggressive, innovate, and stylish TV commercial

CITY, Date--The Ford Motor Company selects Trespasser Productions, a full-service production company specializing in crafting distinguished, enduring digital and commercial content, to lead the concept and production of its highly anticipated commercial television launch of the 2022 Ford Bronco Raptor.

The commercial, which aired globally in January of 2022, has attracted the attention of car lovers and off road enthusiasts everywhere while racking up millions of views on YouTube. For the vehicle industry, it can be considered a gamble to work with a boutique agency like Trespasser Productions, but based on the response to the Bronco Raptor campaign, it is a gamble that paid off.

“We needed something different for the Bronco Raptor campaign, something more innovative than your typical, cookie-cutter car commercial,” said **JAMES DUGUID of Shutterstock Custom**, the collaborating agency. “Trespasser was an ideal fit for this project because they have no fear when it comes to creative vision and technical execution.”

By combining the nostalgia of the rich Bronco heritage with the ultra-modern vehicle specifications and off road capabilities, Trespasser was able to create an experience that resonates across all generations of consumers.

“Growing up around off road and racing culture, working with Ford on the Bronco Raptor campaign was a dream come true,” Spencer Davies, CEO and commercial director at Trespasser Productions, said. “This was an incredible opportunity and I’m thrilled with the results we were able to achieve. And we got to jump a brand new Bronco Raptor, which was fun.”

The Ford Bronco Raptor campaign is currently live and a major contributing factor to brand awareness and excitement.

About Trespasser Productions

TRESPASSER™ is a nouvelle vague global production partner that specializes in crafting distinguished and enduring original content. Our goal is to collaborate with the world’s leading advertising agencies, brands and media groups. Using our network of radiant emerging talent, we create inspiring visuals.

About Shutterstock

Shutterstock, Inc. (NYSE: [SSTK](#)), is a leading global creative platform offering full-service solutions, high-quality content, and applications for brands, businesses and media companies. Directly and through its group subsidiaries, Shutterstock's comprehensive collection includes [high-quality licensed photographs](#), [vectors](#), [illustrations](#), [videos](#), [3D models](#) and [music](#). Working with its growing community of over 1.9 million contributors, Shutterstock adds hundreds of thousands of images each week, and currently has more than 390 million images and more than 23 million video clips available.

Headquartered in New York City, Shutterstock has offices around the world and customers in more than 150 countries. The Company also owns PicMonkey, a [leading online graphic design and image editing platform](#); Offset, a [high-end image collection](#); Shutterstock Studios, [an end-to-end custom creative shop](#); PremiumBeat, a curated [royalty-free music](#) library; Shutterstock Editorial, a premier source of [editorial images](#) and [videos](#) for the world's media; TurboSquid, a leading [3D content marketplace](#); Amper Music, an [AI-driven music platform](#); and [Bigstock](#), a value-oriented stock media offering.

About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, that is committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for and deepen the loyalty of those customers. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, as well as connected services. Additionally, Ford is establishing leadership positions in mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 182,000 people worldwide. More information about the company, its products and Ford Credit is available at corporate.ford.com.