March 2025

Ford Super Duty® F-250® XL (or the $5O,22O.OO)

**GOOGLE RESPONSIVE DISPLAY----------------------------------------------------------------**

15 Headlines [30 character max]
1 Long Headline [90 character max]
5 Descriptions [90 character max]

Headlines:

V1: Win This F-250® XL® – Act now

V2: Ford Super Duty® Free at PCH

V3: Win America's #1 Truck, Free

V4: PCH Ford Prize: Win A Pickup

V5: Grab the keys to this #1 Ford

V6: Drive Off in a Free Ford Truck

V7: Don’t Wait—Win This Free Ford

V8: Winner Needed: Ford F-250®

V9: Heavy-Duty Ford Truck Giveaway

V10: Best-In-Class Pickup FREE

V11: Win a Ford F-250® XL® at PCH

V12: Free Ford, No Strings Attached

V13: Super Duty® Truck, 100% Free

V14: Winner is Guaranteed—Act Fast

V15: PCH Wants to Hand You the Keys

Long Headline:

V1: America's Best-Selling Truck Series! Win a Ford F-250® on 3/14. Claim your FREE entry here

 Descriptions:

V1: Tow up to 40,000 lbs in style! Claim your free shot here to win this Ford F-250® on 3/14.

V2: Experience rugged power and luxury with the Ford F-250® XL®. Enter to win it free today!

V3: Power, dependability, and rugged luxury! Get in to win this free Ford F-250® XL® on 3/14.

V4: Heavy-duty work made easy! Claim your free entry here to win a Ford F-250® or $50,220 cash

V5: Ready to win the ultimate truck? Free Ford F-250® XL® (or $50,220), claim your entry here

**GOOGLE DEMAND GEN (Single Image Ads)------------------------------------------------------**

5 Headlines [40 character max]
5 Descriptions [40 character max]

Headlines:

V1: Ford Truck Giveaway

V2: Win America’s #1 Truck—Ford F-Series®

V3: Free Ford F-250®. Act Now

V4: PCH Giving Away a FREE Ford Truck

V5: Win the F-250® XL® or cash. Winner picks

Descriptions:

V1: Super Duty® Truck, 100% Free - enter now

V2: Want this truck? Better hurry, ends soon

V3: Ends 3/13 - don't miss out!

V4: Win Ford's #1 best-rated truck - act now

V5: Best-in-class pickup, enter for free

**GOOGLE DEMAND GEN (Carousel Image Ads)------------------------------------------------------**

1 Main Carousel Headline [40 character max]

Ad Text:

3 Card Headlines [40 character max]
3 Card Descriptions [40 character max]

Carousel Headline:

V1: Drive off in a Ford F-250® on us

Card Headlines:

V1: Win Ford's #1 Best-Selling Truck

V2: 100% Free Super Duty® Truck, Win It Here

V3: Winner Is Guaranteed on March 14th

Card Descriptions:

V1: Claim your free entry to win the F-250®

V2: Want to win? It's ending soon, act fast

V3: Get in the driver's seat, enter for free

**GOOGLE/BING Responsive Search Ads--------------------------------------------------------------**

15 Headlines [30 character max] – *2 headline will typically show at once, up to 3 can show at once – you can choose to pi headline in positions 1, 2, 3*
4 Descriptions [90 character max]

Headlines:

V1: Win A Ford Super Duty® Truck

V2: Truck or Cash—Winner Picks!

V3: Tech-Loaded Ford® Truck

V4: FREE America’s Favorite Truck

V5: Real Truck For Serious Drivers

V6: Power and Luxury All In One

V7: 40,000 lbs Towing Capacity!

V8: Free Online Entry

V9: Free Ford Truck

V10: Drive Off A Winner

V11: Ends March 13th

V12: Winner Is Guaranteed

V13: Ford® Truck Giveaway

V14: PCH Ford Prize: Win A Pickup

V15: F-250® Super Duty® Truck ON US

Descriptions:

V1: Here's your chance to take the wheel (or take $50,220). Claim this free entry to win.

V2: Don’t let this chance to take home a Free Ford Truck (or $50,220) pass you by - act fast!

V3: Hurry! Get in to win this Ford truck (or $50,220) here before this giveaway closes.

V4: Win on March 14th! Secure your free chance to take home this Ford truck (or $50,220).

**META-----------------------------------------------------------------------------------------------------------**

>4 Primary Texts [50 - 150 characters]
>4 Headlines [27 character max]
> 4 Descriptions [30 character max]

Email SLs – to be delivered with the emails

Use some emojis throughout

Primary text:

V1: Win the Ford Super Duty® F-250® XL Truck or $$$ Cash on March 14th. PCH is giving it away for FREE– act fast!

V2: Feeling lucky? 🍀 You could drive off in a new Ford Super Duty® F-250® XL® (or $50,220) this March 14th – enter now!

V3: 40,000 lbs strong 💪 Dominate the road with this high-towing capacity pickup built for super duty jobs. Win on 3/14 - enter for free here!

V4: 🚦GO, GO, GO! Hurry, race to win this new Ford Super Duty® F-250® XL® (or $50,220) -- claim your FREE entry here.

🚦 = &#128678;

🍀= &#57616;

💪= &#12870;

Headlines:

V1: 2024 Truck of the Year

V2: A Truck For Serious Drivers

V3: Winner Is Guaranteed

V4: Ford Giveaway ends soon

Descriptions:

V1: Your dream truck– win it here!

V2: Hurry, don't miss out!

V3: Pick up a big win, act fast!

V4: Claim your FREE entry here!

**NATIVE--------------------------------------------------------------------------------------------------------**

>10 Headlines [75 char max]
> 10 Descriptions [150 char max]

Headlines:

V1: Win the Ford F-250® XL® Truck or $50,220 cash—Winner Chooses!

V2: Ford Super Duty® F-250® XL® | Winner is Guaranteed

V3: Grab The Keys to This FREE Ford Truck

V4: Ford F-250® XL® | Free Truck Giveaway

V5: Free Ford Truck – Win It March 14th

V6: Ford Giveaway: Ready to Take the Wheel?

V7: 2024 Truck of the Year | Ford F-Series® For The WIN

V8: Ford F-250® XL® Prize | Heavy-Duty Work Made Easy

V9: America’s Most Dependable Truck—Win It FREE at PCH

V10: Win Ford's Super Duty® Truck ON US

Descriptions:

V1: America's Best-Selling Truck Series! Win a Ford F-250® (or take $50,220 cash) on 3/14. Get in to win it right here.

V2: PCH Guarantees to award this incredible Super Duty® F-250® XL® (or $50,220) very soon. Want to win? Better hurry, your FREE entry here is waiting.

V3: Grab The Keys to This Ford Super Duty® Truck (or take $50,220 cash) ON US. Claim your FREE entry to win here.

V4: Drive off in a new Ford Super Duty® F-250® XL® (or take $50,220 cash) absolutely FREE. Hurry, PCH is handing over the keys soon, act fast.

V5: Dominate the road with this high-towing capacity Super Duty® F-250® XL® truck built to make tough jobs easy. Enter to win the truck (or $50,220) here.

V6: Bet you’d look GREAT behind the wheel of this Super Duty® truck—only one way to find out. Enter to win it here (or $50,220 cash).

V7: Wouldn't this F-250® XL® look GREAT parked in front of your house? Get in to win (or take the $50,220 cash) on March 14th.

V8: Win one of the BEST trucks on the road—the Super Duty® F-250® XL® (or $50,220). Strong, reliable, 100% free for a winner. Get in to win it here.

V9: Built strong for towing up to 40,000 lbs in style and comfort. Claim your entry here to win the incredible Ford F-250® XL® (or the $50,220).

V10: Hurry, you can still win the keys to this Ford Super Duty® F-250® XL® (or the $50,220) on 3/14. Don’t miss out on this chance to drive away a winner.