



The Brand Objective

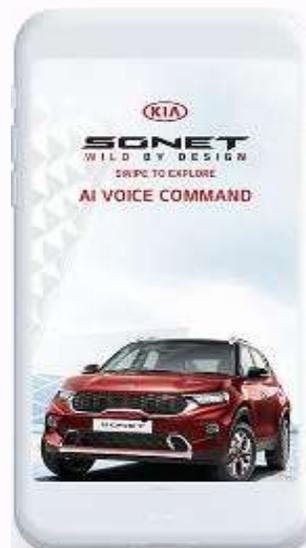
When the 2020 version of Kia Motors' flagship sub-compact SUV - Kia Sonet - was launched, it comprised of five cutting-edge features that were new to the segment including a 26.03cm HD Touch Screen Navigation, ventilated seats, voice assistant, Bose speaker setup, and smart air purifier with virus protection. Kia Motors aimed to capture the mindshare of connected consumers by introducing them to the AI Voice Command feature – Hello, Kia. The feature provides drivers control over certain features of the car through voice commands, without the need of ever-switching their eyes off the road. Kia Motors partnered with InMobi for the promotion of Sonet's AI Voice Command feature in a manner that would delight motorheads across the country.

Solution

The brand planned the perfect promotion by combining InMobi's precise targeting with interactive mobile capabilities to deliver an immersive ad experience

Results

~1.9 million unique users reached during the campaign	1 out of 2 viewers engaged with the complete ad unit
Overall indicative time spent on the ad unit: ~1500 Hrs	Avg time spent on the ad unit: 45 sec



Study: Rich Media Gamification



The Brand Objective

For automobile buyers, the purchase journey begins online. Creating a memorable impact in the overcrowded digital space calls for a mobile-first strategy that is powered by compelling communication. For a brand like Kia, which is known for staying away from the mundane, the objective lay in highlighting the cutting-edge design and innovation seen on the Carens but doing so through an engagement-driven campaign. For boosting brand recognition and maximising mindshare, the brand was on the lookout for a technological partner, with an aim of creating a deep connect with the target audience, while also influencing purchase intent.

The Solution

Kia partnered with InMobi and Innocean Worldwide to design a gamified and interactive mobile campaign for achieving its marketing objectives.

Results

A clutter-breaking, mobile-first approach helped Kia amplify brand love and drive business objectives in equal measure. This campaign was successful in driving fantastic results, with 2X engagement rate recorded in just 2 weeks. Moreover, Kia was able to capture the consumers' attention for a cumulative 713 hours on the experience, that's the length of over 1400 feature films!



Gold award at Mobex 2022 for Display Campaign (Automobile)

