

KIA Case Study

Summary

Kia Motors Corporation is South Korea's second-largest automobile manufacturer; to mark their new Sportage model the company sought to create an engaging offline-to-online campaign - one that users could interact with and get a reward for doing so.

In order to achieve this Kia employed the use of boomApp's unique video recognition software to create an online competition. This contest involved users taking a snapshot of the Sportage video with the chance of capturing a 'winning' frame and obtaining a prize. To get there users were led through a simple URL to a micro-site where they could use boomApp's technology and engage with the campaign.

From the first week of the contest to the last there was a 300% increase in user participation, enabling the brand to strengthen its engagement with its customers, and finishing the contest with 308 unique users/ photo matches and 6 winners. The winners, one announced at the end of each week, were rewarded with prizes such as skydiving, a helicopter flight and a hot air balloon ride. In addition to those who engaged with the contest KIA received 499 page visits for the new Sportage model - with 75% of click-throughs resulting in campaign engagement.

KIA

Commonly labeled as "treasure hunt", consumers interact with KIA's digital world in order to find and earn hidden offers. Our tech was embedded into KIA's website.



KIA's website with interactive video

our tech in a browser



The Challenge

For KIA the main challenge was reaching out to a digital audience. With most of their consumer communication spent offline their customer based existed primarily in that realm;

for the digital campaign to be successful KIA had to find an engaging way to communicate with consumers through digital channels.

Objectives:

- Bolster online following/ customer base
- Engage with users in an exciting and dynamic way
- Create a unique contest to supplement the new Kia Sportage launch
- Provide an innovative twist to the campaign
- Position Kia as a brand in the digital world

The Contest

In order to engage with customers and promote the new Sportage in a dynamic and exciting way Kia set out to create a competition that bridged offline campaign assets to an online experience.

Through a simple URL consumers had access to a micro-site where they could use boomApp's technology and take a photo of the Sportage video with a chance to find the winning frame. The prizes were incentivising and consisted of a skydive experience, a helicopter flight and a hot air balloon flight.

Summary of results

From the first week of the contest to the last there was a 300% increase in user participation, enabling the brand to strengthen its engagement with its customers, and finishing the contest with 308 unique users/ photo matches and 6 winners. The winners, one announced at the end of each week, were rewarded with prizes such as skydiving, a helicopter flight and a hot air balloon ride. In addition to those who engaged with the contest KIA received 499 page visits for the new Sportage model - with 75% of click-throughs resulting in campaign engagement.

Salvador Cardoso Pinto, Head of Digital at KIA comments: *"boomApp's technology is leveraging KIA communication to the next level. Today, we need to communicate with our customers differentially on their terms: personalised, up-to-date and via their choice of digital or physical channel and device and this technology cover all touchpoints."*

Joao Da Maia Jorge, co-founder and CEO of boomApp said: *"Innovation was an essential goal with this campaign that was achieved with our technology. With the cars being more technological, auto brands try to answer to this by creating different and innovative experiences. With our technology that can be done!"*