

CASE STUDY: KIA MOTORS

How SMG Red created an Optima experience for KIA



Background

KIA Motors has proudly sponsored the Australian Open since 2002 and over the years has built a solid alignment with the great tennis event. The time had come, however, to give the Brand a facelift.

KIA wanted to refresh consumer opinion of their brand and ignite a more positive perception of their motor fleet, specifically in the medium car division.

Objectives

The hero of the campaign was the KIA Optima, with its launch set to coincide with the 2011 Australian Open. The primary task was for sales of the new Optima to reach 100 throughout January 2011 and for consumers to have a revitalised view of the brand.

Through the Australian Open, KIA wanted to further amplify their association with this iconic sporting event in an interactive and fun way. This was being measured against a target of 2000 interactions with consumers in any forum, at the completion of the campaign.

SMG Red set about finding ways to engage the audience in a new, fun, innovative way, with the intent to generate follow-on interactions with the KIA brand beyond the Australian Open.

Insight

Research conducted by Initiative Media revealed the target audience for the KIA Optima was technologically and, importantly, sports-orientated. They had a particular affinity with discovering new ground and trying new-age concepts. To this end, Initiative briefed SMG Red to explore an augmented reality (AR) application as part of KIA's Australian Open sponsorship.

SMG Red unearthed an interesting insight into their tennis viewer's watching habits; 32 per cent of the tennis viewing audience on Seven used their mobile phone/smart phone simultaneously while watching the telecast. SMG Red used this insight to springboard a media idea that became an industry first!

SMG Red recommended developing an AR application for KIA Optima, triggered via the Australian Open telecast. While AR experiences have been executed in the past, never before has one been triggered via a live telecast. SMG Red specifically developed this concept to enable the viewers of the Australian Open to experience the KIA Optima in the comfort of their own home.

Campaign Elements

A multi-platform communications solution was developed.

The Australian Open viewers were invited to download the KIA Optima AR application to their smart phone via the live broadcast. By opening the application and pointing the phone at the logo on the television screen - which appeared in 15-second screen grabs during the first session of play on each day of the Open - viewers had virtual access to inspect the KIA Optima from their own home. With this amazing technology came the ability to view the Optima in 3D, review the car's features and even change the exterior colour.

SMG Red extended the AR trigger to include an online option, with a custom-made KIA AR page and logo on the Yahoo!7/tennis page. A promotional page also appeared in New Idea magazine further extending the Optima experience beyond the Open telecast.

In addition to the AR telecast application, a custom-made segment, specifically scheduled within the Australian Open coverage, called An Open Drive, was broadcast. Australian Open players were interviewed on the back seat of the Optima exposing interior details of the newly released KIA. This TV segment further enhanced an upbeat, positive vibe to the new KIA Optima, along with the KIA Player Profiles, the KIA Ones to Watch and the KIA 30-second vignette, which aired throughout the Open.

Results

Due to the success of the renewed sponsorship of the Australian Open, along with the groundbreaking AR application activated via the live telecast, KIA was able to achieve 57 per cent above expected sales of the new Optima in the month of January.

The AR application itself sent the campaign into overdrive. A staggering 12,630 downloads were recorded during the four-week campaign - an increase of 530 per cent on the objective set at 2,000 interactions. Each download was activated at least three times over the course of the campaign, indicating the Optima were viewed approximately 36,000 times.

The campaign also generated a lot of PR. As well as local trade press, the story was picked up as far afield as the US and UK. Google Insights for Search indicates an increase in KIA Optima searches of 58 per cent comparing January 2011 with February 2011. And the biggest recorded search volume for the Optima was January 22nd, the day SMG Red launched the AR experience.

Gerri Walters, Brand and Advertising Manager for KIA Motors Australia said, "At KIA we are continually looking to develop innovative ways to connect and engage with people. It's fantastic that we are able to launch this project to coincide with the Australian Open."

Taking this idea beyond the initial brief gave the campaign momentum in a never before used realm of media technology and reinforced a fresh, innovative and positive view of the KIA brand.

Who

Client: Kia Motors Australia

Network: SMG Red

Agency: Initiative Media

**FOR MORE CASE STUDIES DEMONSTRATING TV'S
EFFECTIVENESS, [CLICK HERE.](#)**