



ASIA

Kia Carens boosts brand engagement with gamified mobile experience



Industry
Automotive

Solution
Understanding Consumers, Identifying Target Audience, Engaging with Customers

About Kia Carens

Kia Corporation, commonly known as Kia, is South Korea's second largest automobile manufacturer. The brand is dedicated to driving the future of mobility through a blend of product excellence and effortless style. A relatively new entrant in India's fragmented automobile market, Kia is known for award-winning launches like the Kia Carens. Prioritising ease of travel, backed by cutting-edge innovation, the Carens' distinctive features has grabbed headlines from the get-go.

The Highlights

4.5 Mn

unique users reached

2X

engagement rate

713 hours

total time spent



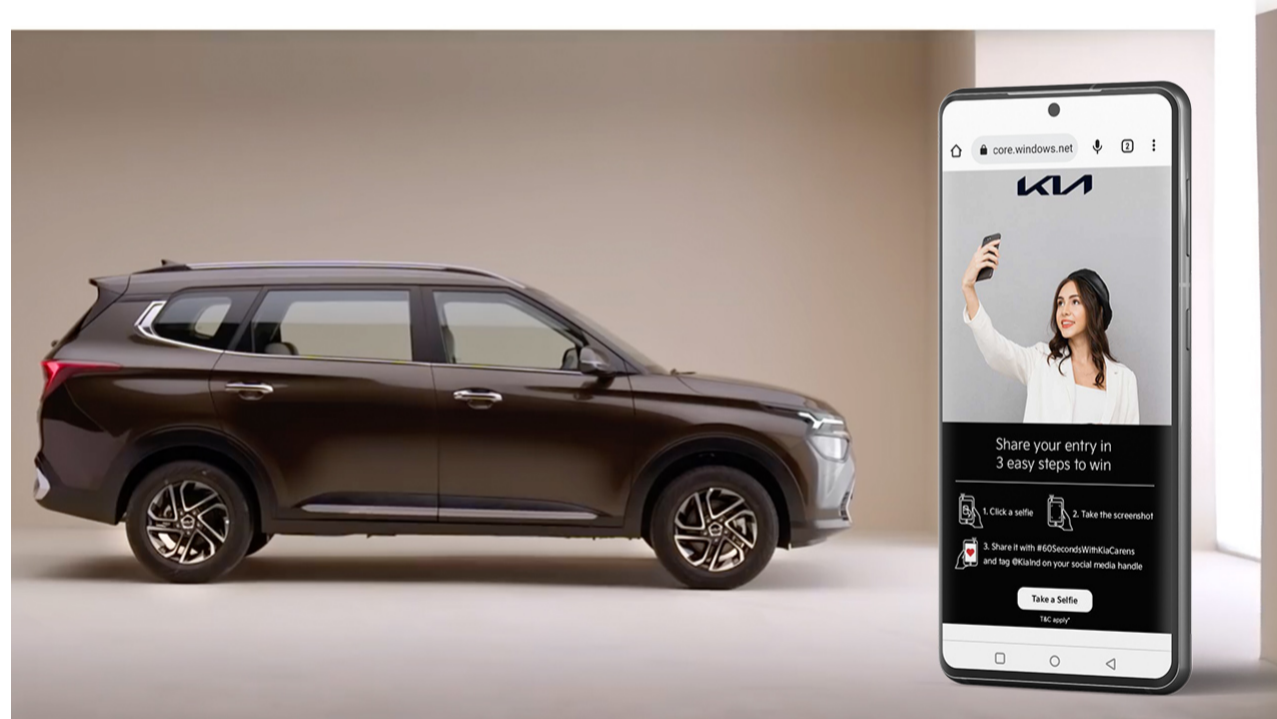
"We were able to maximise impact by targeting high-intent audiences through an innovative content experience. Not only did we create buzz around the superior design and tech innovation seen on the Kia Carens, but we also effortlessly communicated with core audiences on mobile. The success of our partnership is evident in the campaign performance – the engagement rates truly speak for themselves!"



- Vijay Kumar
Head, Digital Marketing and CRM, Kia India

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

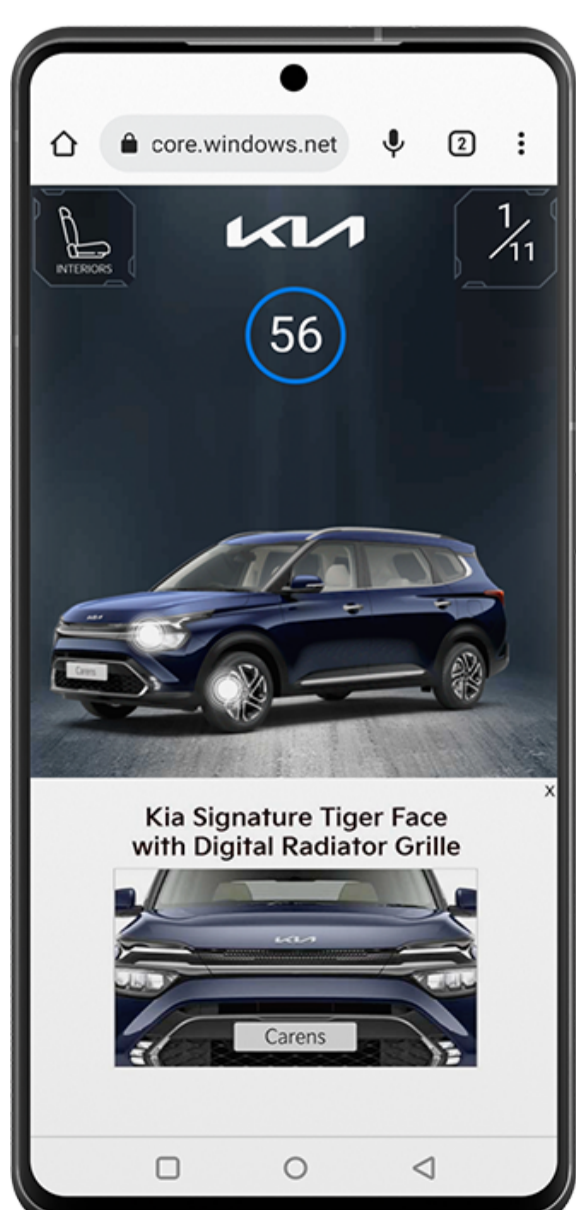
Kia partnered with InMobi and Innocean Worldwide to design a gamified and interactive mobile campaign for achieving its marketing objectives.

- Reaching high-intent audiences on Mobile**

The brand targeted high impact user personas on InMobi, built through a range of demographic, appographic, technographic and location-based signals. The premium audience base, reached both on android and iOS devices, included automotive enthusiasts, automotive news consumers, car dealer visitors and used-car app users. Given the precise targeting, the brand was able to zero in on mobile-savvy netizens with the highest potential for conversion.
- Striking a chord with gamification**

An engaging mobile experience was executed through gamification. The first full-screen visual of the gamified ad unit prompted users to look for 'hotspots' in the interiors and exteriors of the Kia Carens and locate as many of them possible, within 60 secs.

At the end of the 60s, users were encouraged to take a selfie, screenshot it and share their entries on social media with the hashtag #60SecondsWithKiaCarens. This seamless, delightful mobile experience aided discovery of the stunning features of the Kia Carens and magnified the buzz around it.



Creative Experience 1



Creative Experience 2



Creative Experience 3

The 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!

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¹ Compared to market benchmarks