



📍 ASIA

Kia Sonet Revs up Awareness with Interactive Voice Ads



Industry
Automotive

Solution
Identifying Target Audience, Engaging with Customers, Acquiring New Users

About Kia Motors

Kia Motors is a multinational automotive manufacturer based in South Korea. Kia Motors India sold over 2 lakh cars in 17 months of operations, the fastest to reach this milestone.

The Highlights

~ 1.9

million unique users reached during the campaign

1 out of 2

users scrolled through the entire immersive AdExperience

//

"We wanted Indian audiences to experience the innovative connected features of Kia Sonet in a way that's enticing and comes out as an immersive experience. The interactive full-screen ads did the job exceptionally well for us. Not only did we reach out to the right audiences, but we could also drive higher engagement."



Vijay Kumar
Lead Digital, Kia Motors India

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.



The Solution

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

Targeting the Right Audience

With InMobi Audiences, the brand combined demographic, technographic, and location signals to identify niche audiences aged between 25 to 45 years: Upscale dwellers, Urban Residents, High-income users and Audiences using premium smartphones, priced above INR 25,000



Engaging via Interactive Full-screen Ads

The head-turning aspect of the ad campaign was the interactive experience. The full-screen interstitial ads brought the experience of the AI Voice Command to the primary device of connected consumers.

The ad starts with a simple instruction, to swipe the ad on the screen. The next three views of the ad are accessible on swiping and enable users to give a command, offering them a sneak-peek into the experience of the AI Voice Command in the new Kia Sonet.

Voice Command	"Hello, Kia, open the driver window"	"Hello, Kia, navigate to the nearest fuel pump"	"Hello, Kia, I am sweating"
Ad Depiction	The video where the window slides open	Shows video of the OTA maps	Video with the AC being switched on

The CTA 'Learn More' redirected users to the [Kia Sonet product page](#) on their website for more information. The live experience of how the voice command works helped users understand the convenient driving experience Kia Motors provides drivers with their ground-breaking technologies.



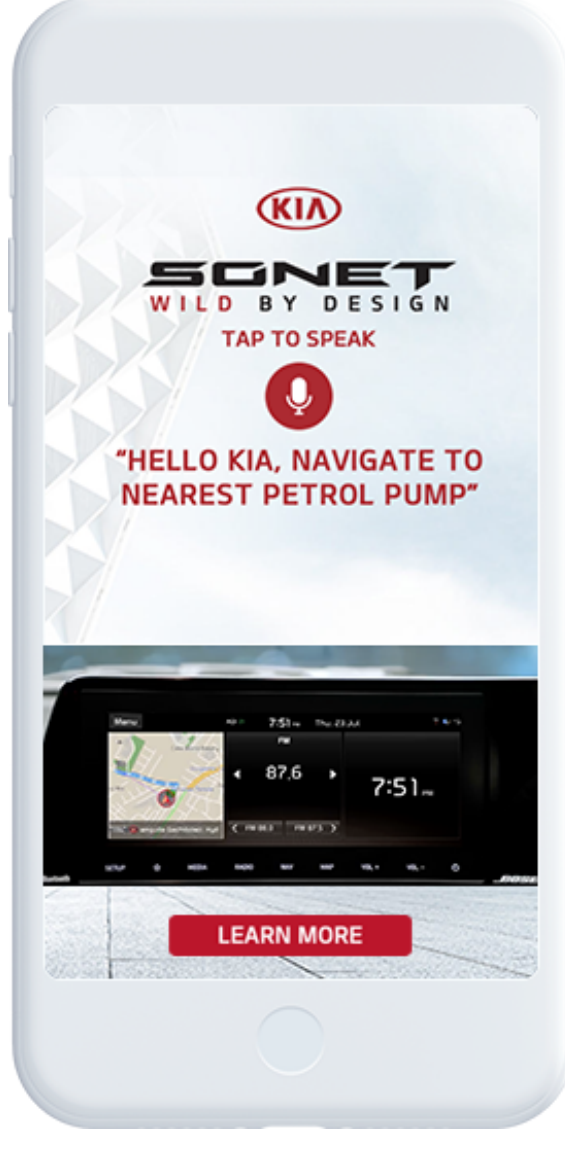
Ad Creative 1



Ad Creative 2



Ad Creative 3



Ad Creative 4

The Results

The impeccable combination of the right audiences and the immersive full-screen interstitial ads drove Kia phenomenal 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