

Chalk.



Kia

#SURPRISESMAKESURPRISES

Before we got started we utilised our social listening tool and found that 87% of positive sentiment around brand KWs stemmed from causes and UGC.

Founded in 1944 with their headquarters in Seoul, Kia are paving the way as the leading fair priced automotive brand on the market. Being known as a ‘fair’ brand has lead to not only ‘Surprising’ consumers, but also those less fortunate.

#SurprisesMakesSurprises was an initiative to engage with consumers on a global basis. Kia wanted to target 21 markets leveraging Facebook.

STRATEGY 1 //

We targeted consumers who were active in global causes, and charity across Facebook. Each country ad unit was localised. Females over-indexed here.

We had plenty of video to amplify across Facebook. The live dates were across the 2014 FIFA World Cup, so we selected messaging that ran with the same theme.

As FIFA’s official automotive partner, and as we were launching around the 2014 FIFA World Cup, we tapped into the UGC market...

Chalk.



Surprise Submission

Surprise us and we'll surprise you

STRATEGY 2 //

Offering football fans 2014 FIFA World Cup prizes all through the tournament. The UGC was used to drive further awareness through our Facebook advertising. Again all messaging was localised across the 21 markets.

RESULTS //



Exceeded entries by **354%**



12% of all clicks either Liked, Shared or Commented on the post



CTR across Facebook was **6.9%**



We drove over **36 million** impressions