

Kia Niro: an unusual animal in the auto kingdom



Kia's Niro is a unique animal in the auto kingdom: a high-mileage hybrid that's also a small crossover. So for the launch of the new brand, Kia experimented with a unique marketing strategy, mashing up two platforms that are the natural habitats of many young car shoppers: Facebook and messaging apps.

MakeMeReach was the platform used in Italy to manage the Facebook ads and to lead the success of this "hybrid" campaign.



Goal

With this car, Kia is trying to reconcile two automotive divisions: crossover and hybrid. This innovation is targeted to those specifically who want the best in a spacious and powerful utility car with the economics and efficiency of a hybrid. Facebook campaigns are the perfect way to create the first contact with the product and to attract potential buyers. Buying a car is a long-term process, and seeing recurring ads about the different technical and design aspects of it is the best way to be convinced.



Solution

The launch campaign was based on Steven Parson: a famous rugby player but also a classical pianist. He represents a "hybrid" model in which potential buyers can identify themselves.

The facebook campaign used this theme but thanks to the **Carousel format**, Socialyse (the agency in charge of this campaign) was able to add more explanations about technical and design features. Each photo or video in the carousels focused on a different part of the car.

Thanks to the MakeMeReach **advanced optimization tools**, we were able to reach a **CPC 28% lower than the objective cost** budgeted at the beginning.

Our **automated creation campaign tool** enabled us to test multiple sets of ads in the Carousel in order to get the best performing combinations.

To boost awareness and purchase consideration for this new car, we encouraged people to sign up for a test drive and download a brochure. Engaging of the CTA enabled the campaign **CTR to go up to 3,6%**.

Finally, our advanced integration tools enabled us to automatically **retarget people** who performed an action on Kia's Niro mini-website as well as people who watched the video ads, thus multiplying the number of interactions and the chance to convert interested people into actual buyers.

