

**THEOREMUS**  
FOR AUDIENCE PROFILING

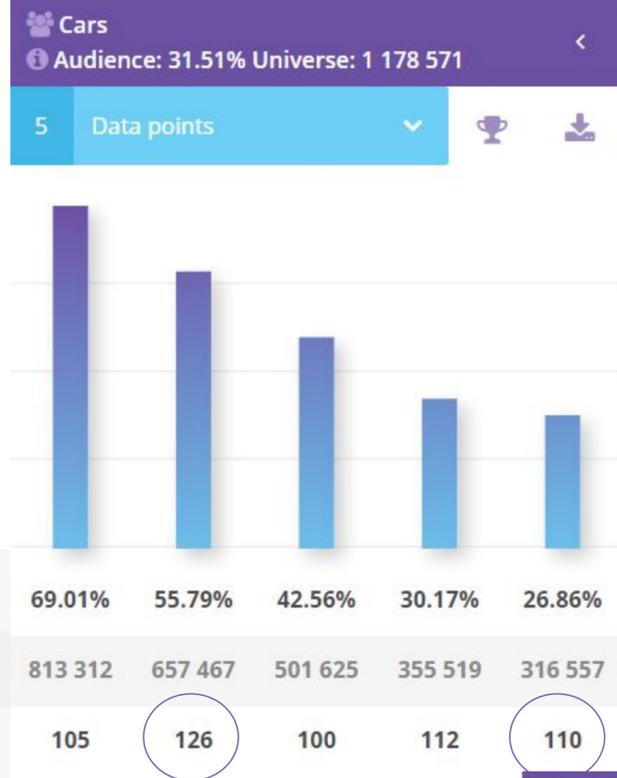
KIA MOTORSHOW CAMPAIGN CASE STUDY

# WHAT WAS **THE BRIEF**

In every two years Sofia becomes host for the biggest event for car fans - **Sofia Motor Show**. This year, **KIA** introduced two new models - **Stonic** and **Stinger**. Exclusively, it also gave 10% discount for 9 models and what is more, with **7 years warranty**.

The brief was to **introduce the new models and to communicate the discount**, which was exclusively for the period of the Motor Show, and therefore make sure **people visit KIA** in their showroom at the event.





Question:  
What would motivate you to promote your favorite brand online?



Question:  
Please mark all the statements that are true and related to you regarding each car brand below: KIA.

# WHAT WAS OUR INSIGHT

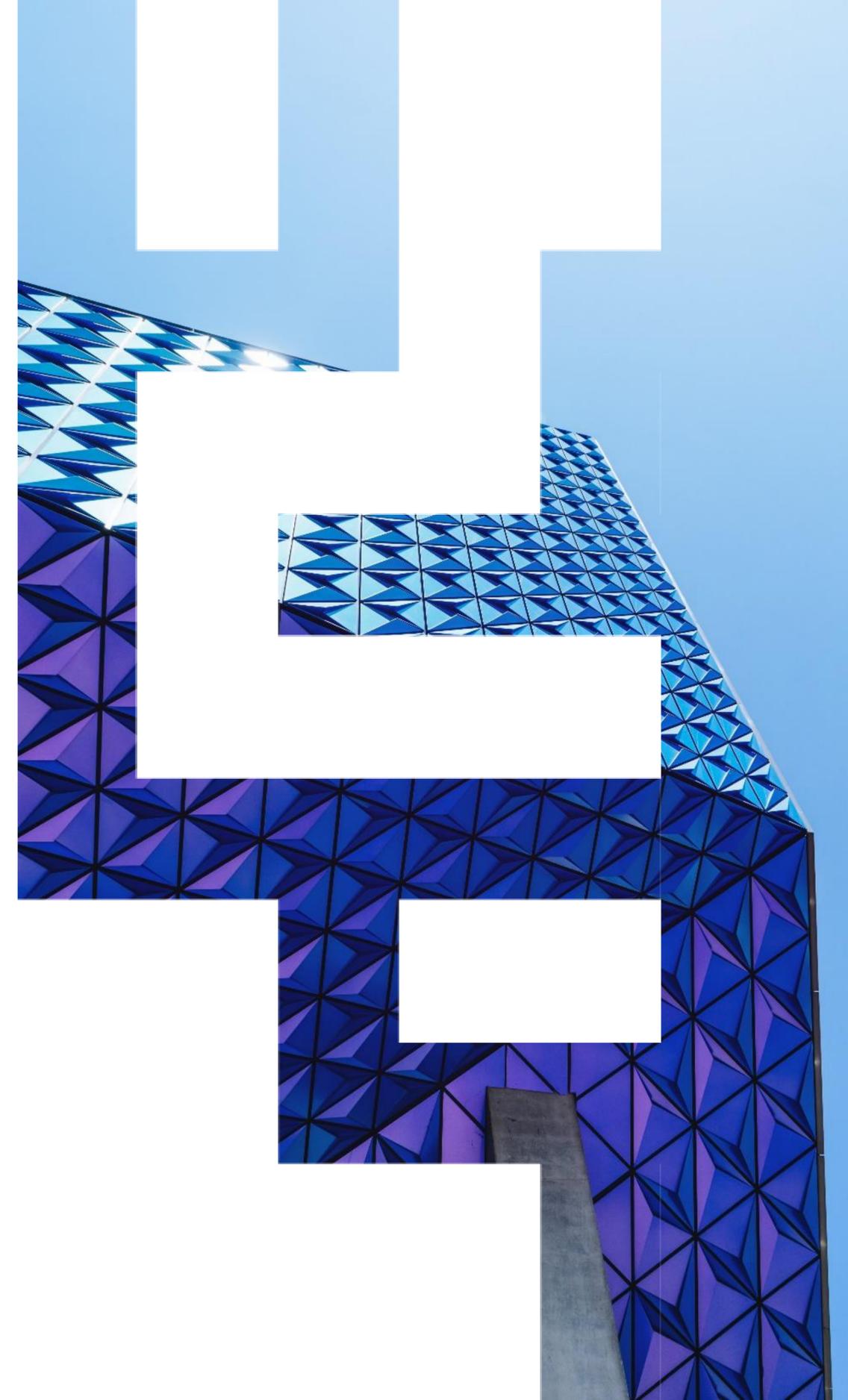
Thanks to **THEOREMUS** we found out that people who own KIA are satisfied and will recommend the brand, but we didn't have information regarding their **preferences on specific models**, their lifestyle and online behavior.

We knew that car fans like to use social media and are more likely to share different kind of information. So this, along with our need to get to know our audience better, born the idea for the **first marketing research that was pleasant for the eye, as well as useful.**

# DATA IS A POWERFUL SOURCE

We knew that nearly 2/3 of leading marketers say their execs **value data-driven insight over gut instincts** and nearly 7 out of 10 marketers say their companies **use data to support decision-making at all levels.**

So, besides dragging attention to the event and communicate the new models, we wanted enough data to get to know the customers and use this information for the future. The knowledge for the current clients, along with that for potential ones, now gives **KIA** the advantage to **segment more precisely, give personal messages and target better** according to the preferences for the different models of clients and future ones.



Step by **step**

# Mechanism

1. We used 3 touch points - first, we sent newsletters to all users from previous KIA RIO's activation /more than 14 000/. We communicated the discount they will receive. On the other side, thanks to KIA's local team, we were able to reach the current clients - emails were sent to them as well.
2. We used facebook post links to drag traffic to the landing page /the second touch point/, where the users connect with their profile. We knew from THEOREMUS that they use this network the most.
3. We had 2 questionnaires - one for potential customers and one for those who already own KIA - the second one was with 5 questions more.
4. The third touch point was when we sent them emails for tickets discount - if they buy them online, they had 20% off.
5. The questionnaire ended with 2 options - to send invite directly from the page to friends, or to spread the word in their timeline. Afterall, sharing is caring, and we knew they will certainly help their friends to learn about this exclusive discount.

Why this **approach**

# WORKED

KIA AUTOSALON

1.

Sofia Motor Show was an event that helped us drag attention to the brand not only with conventional discount, but one that has never been given - 10%.

2.

On the other side, when we give such a discount and warranty /7 years/ we can ask for something in return.

3.

The solution was to create awareness campaign that allowed us to collect meaningful and valuable data for the audiences - the one that already own KIA and potential customers.

NOW WHAT?

# THEOREMUS CLIENT INSTANCE

1. After we collected the data, we organized and imported it in the client's instance where the mathematical models are build in.
2. Through the intuitive interface the client can operate with the data, compare audiences, see what is distinctive for each group and what differentiate it from the rest.
3. We also made 2 reports that covered the current owners of each specific model and people who are potential clients segmented by the model they prefer - both reports are in the hands of the sales teams now.

What was **the**

# ROI

KIA AUTOSALON

## 1.

KIA **sold more cars than any of its competitors** during Sofia Motor Show 2017.

## 2.

... to be exact, **44** for the period /1 week/.

## 3.

... and what is more, during the campaign we communicated the new models as well, and it generated **great awareness**.



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ARE YOU NEXT?