



Hyundai revs up its new luxury vehicle with mobile advertising

The client – Hyundai Motor America

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Company of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced by more than 780 Hyundai dealerships nationwide.

The challenge – Raise awareness

Hyundai chose the media event of the year – Football's Big Game – to build awareness of its new luxury vehicle, the Genesis. The auto manufacturer's mobile advertising campaign ran on the Nokia Media Network on the Sunday of the Big Game, coinciding with two television ads featuring the Genesis.

The solution – Campaign featuring downloadable content

The mobile advertising program featured banner ads that clicked through to the Genesis mobile Web site, where consumers could download wallpaper featuring the new vehicle, as well as ringtones featuring the sound of the engine's "rev." Hyundai also ran cross-promotional ads on the Internet

that encouraged viewers to text in a shortcode that led them to the Genesis mobile Web site.

The results – CTRs averaging 3.41 percent

The results of the test campaign were very encouraging, achieving a click-through rate of 3.41 percent. Additionally, 11 percent of people who clicked through to the Hyundai banner ad submitted their e-mail address to get the free "RevTone."

Hyundai was able to capitalize not only on the days leading up to the Big Game and the Sunday itself, but thanks to downloadable brand-sponsored content like wallpaper, they will continue to make an impact after the event.

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Sector: Automotive

Challenge: Raise awareness

Solution: Campaign featuring downloadable content

Results: 3.41% CTR; 11% "RevTone" download rate

Eric d'Ablaing, Hyundai

"We chose to continue our mobile advertising and marketing efforts with Nokia because they've proven themselves with our campaigns in the past. Nokia provides prime ad placements and quick delivery of a high quality campaign, and we knew we could expect outstanding results."

Nokia

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