

## KIA & Sky Sports Cricket

### KIA hit a six with Sky Sports Cricket Fans

By establishing itself with cricket, KIA wanted to extend its brand awareness and uphold regular dialogue with the ABC1 males. KIA hit a six with their multi-platform partnership with Sky Sports. With broadcast sponsorship of Sky Sports Cricket at the heart of the campaign, KIA immediately established itself as a synonymous partner of the sport and results were second to none.



#### Challenge

KIA suffered from a brand perception that lagged behind reality and therefore needed to change the view of a low priced brand offering small cars. The ambition for 2017 was to establish KIA as a brand offering quality, design and good value, by showcasing their outstanding products to their target market of ABC1 Men.

21%

increase in spontaneous awareness of KIA

141<sup>m</sup>

digital impressions achieved

38%

of viewers indicated their purchase intent



#### Insight

Research we completed showed that Sky Sports cricket viewers typically spend (on average) 46% more on their cars vs. other UK adults. This stat alone confirmed that Cricket on Sky was the right platform for KIA's campaign. In addition, Sky Sports Cricket fans were 7 x more likely to follow the latest cricket news online – demonstrating just how passionate they are about the sport. To reach such a desirable audience, whilst they are watching content they are highly engaged in is an advertisers dream!



#### Idea

Sky Media pitched a multi-platform partnership with Sky Sports and KIA across linear, Digital, VoD, Social Media and Sky Go. With broadcast sponsorship of Sky Sports Cricket at the heart of the campaign, KIA could immediately establish itself as a synonymous partner of the sport amongst cricket fans. This activity would be further supported with TVC's, branded content, editorial content with talent, social media coverage, Out of Home and digital competitions, to drive engagement with fans beyond the Sky Linear Subscription base.



Get closer to the cricket on Sky, sponsored by KIA



## Activation

KIA hit a six with their multi-platform launch of the partnership with Sky Sports across linear, Digital, VoD, Social Media and Sky Go. Broadcast sponsorship kicked off the campaign, supported by 30" spots which were broadcast across the Sky channel portfolio, extending the reach even further. Beyond the upmarket Sky subscription base, the coverage was broadcast to over 40,000 pubs, clubs and health clubs across the UK, extending the partnership reach with an already engaged fan base. In addition to commercial promotion of the KIA brand, Sky Sports integrated KIA within the editorial coverage of the sport, with over 15 on-air mentions from Sky Sports cricket talent.

In a first for Sky and to take the partnership to the next level, Sky's Sports' award winning in-programme feature 'The Zone' was re-branded to 'The KIA Zone'. The feature saw Sky Sports pundits 'take a closer look' at technique and skills from batting to bowling. Some of the biggest and best names in cricket also took part in challenges, which gave the feature real credibility and authenticity. Those values were passed on to KIA as they integrated their brand within relevant, authentic editorial content, loved by Cricket viewers.

To further extend the reach beyond the Sky Sports linear TV audience, a co-branded digital hub was created, housed on skysports.com, available to both current and non-Sky subscribers. Populated by exclusive Sky Sports editorial coverage, talent lead branded content films and bespoke competitions, the hub closed the sales link with consumers, driving them to the KIA website to book a test drive. Five branded content films were created, specifically for KIA, featuring a raft of ex-England Cricket Captains and legends such as Sir Ian Botham, Nasser Hussein and David 'Bumble' Lloyd. These films lived exclusively on the 'KIA' Hub and provided unparalleled gravitas to the partnership, promoted heavily via digital media placements across the Sky Sports website.



## Results

### Awareness

- 21% increase in spontaneous awareness for KIA among Sky Sports viewers
- 18.9 million individuals reached on promos across 25 Sky channels
- 141 million digital impressions achieved across the campaign
- 5.9 million individuals reached, including 2 million ABC1 men
- 5.3 million ABC1 men impacts on Sky Sports Pub

### Qualitative

- Viewers regarded KIA as an appropriate sponsor of cricket on Sky. This suggests that the sponsorship proved itself as an ideal platform to promote the brand and achieve its ambitions to synonymously associate itself with an upmarket sport
- Viewers recorded feeling more positive toward KIA following the sponsorship, and are also more willing to recommend KIA.

### Purchase Intent

- Purchase intent of cars increased significantly across the campaign, with 38% of viewers indicating their certainty to buy a car within 12 months, up from 27% previously.