



HYUNDAI

Auto



What's the bigger idea?

The idea showcases Hyundai Motors and its entire range of car products during the Onam celebration in Kerala.

It aims to portray the car as an integral part of people's lives, emphasizing the emotional connection they share with their vehicles and highlighting the car's role in amplifying celebrations and festivals.





What's prompted the campaign - Brand challenge:

Hyundai Motors aimed to enhance its market share in Kerala, particularly compared to its competitors.

Hyundai was not the initial choice for consumers when purchasing automobiles in this market.

Customers in this region have traditionally favoured a specific brand that has enjoyed a longstanding presence and has formed an emotional bond with its cars.





Uniqueness of the Challenge

- Onam, one of Kerala's most significant state festivals, brings the entire state together to celebrate this cherished tradition with their loved ones. During this festival, Hyundai chose to position its brand as an integral part of every family's life.
- The goal was to seamlessly integrate Hyundai's cars into the fabric of the family, emphasizing how the car's features could cater to the daily needs of each family member.



Onam shopping with Zaiba 🥰

6 lakh views · 13 days ago #nioslife #onam2022



11K



Dislike



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Roshens Vlog

20.1 lakh subscribers

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Uniqueness of the Concept

- Hyundai aimed that their vehicles weren't just modes of transportation but companions that could make everyday tasks more convenient and enjoyable. Whether it was shopping for essentials, visiting friends and family, or going to the temple for religious ceremonies, Hyundai cars were reliable partners that enhanced the overall experience of these activities.
- The strategy was to evoke emotional connections between the brand and the families celebrating Onam, making Hyundai synonymous with the joy, togetherness, and convenience this festive season brings.





Influencer Selection

- Aligning with the cultural significance of Onam, we identified influencers who are already well-connected with the festival and its traditions.
- Influencers who regularly engage with their audience during Onam festivities or share content related to family and tradition would be strong candidates.





Visual Representation

- The brand integrated visually with the influencers who effectively represented Hyundai cars, showcasing the car's features to enhance their Onam festival experience, creating a memorable and engaging campaign for the brand, audience and creator.

Virality of the campaign

- The video was on trend with 1M screenshots.
- The success and longevity of a campaign made a lasting impression on consumer memory depending on several factors, including the campaign's creativity, resonance with the target audience, and ongoing engagement efforts.





User Generated Content

- The campaign experienced a surge in popularity. The campaign's lifespan was extended by encouraging users to generate and share their campaign-related content.
- Their active participation, marked by sharing personal experiences, had a lasting impact.

Campaign's creativity:

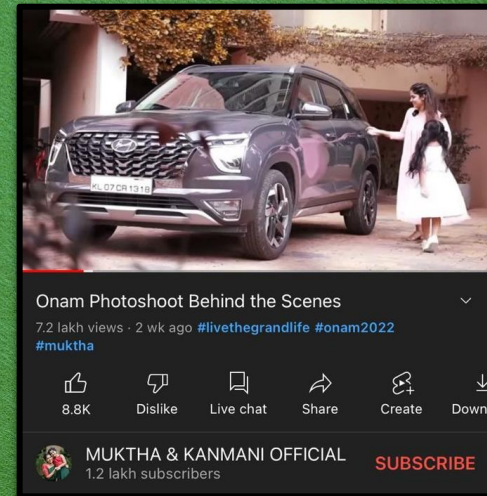
- The campaign's concept narrated the story of Hyundai as a brand that understood and celebrated the cultural significance of Onam in Kerala.
- It portrayed Hyundai as a reliable and integral companion in people's daily lives and festive celebrations, making the brand relatable, emotional, and memorable to the viewers.





Balance between brand synergy and creativity

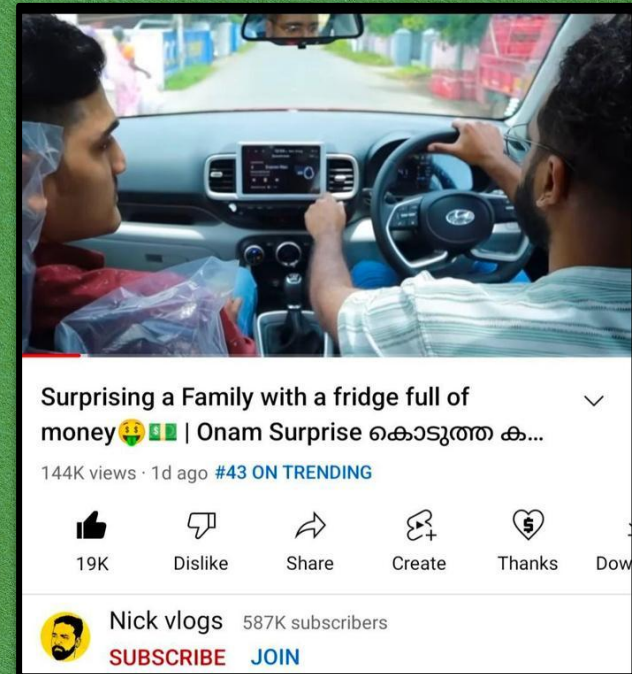
- The campaign successfully struck a balance between brand messaging, creativity, and synergy by leveraging cultural relevance, emotional connections, influencer collaboration, user-generated content, virality, consistency, and effective storytelling.
- This comprehensive approach contributed to the campaign's impact and longevity in the minds of consumers.





Trendsetter:

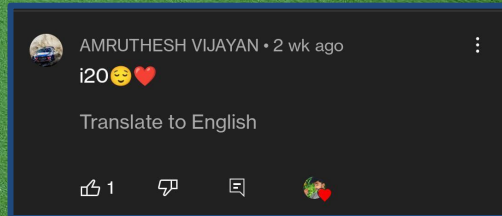
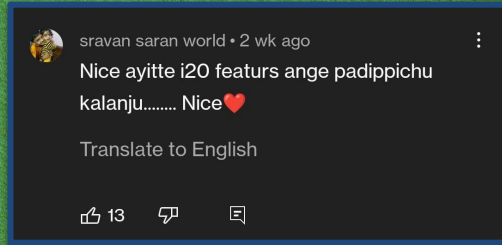
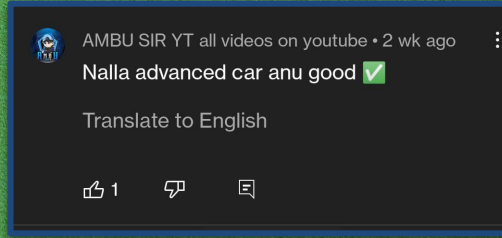
- The creative content provided a blueprint for inspiring others to follow similar trends and create effective campaigns.
- It highlighted the importance of aligning your campaign with local culture and traditions. Embracing the uniqueness of regional festivals and events makes your brand message more relatable and engaging.
- Demonstrated how Hyundai can enhance people's lives and add value to their experiences can resonate deeply with consumers.
- Unleashed the benefits of collaborating with influencers who had a genuine connection to Hyundai's target audience and the event or occasion that the brand was focusing on.





Impact:

- The creative content provided a blueprint for inspiring others to follow similar trends and create effective campaigns.
- It highlighted the importance of aligning your campaign with local culture and traditions. Embracing the uniqueness of regional festivals and events makes your brand message more relatable and engaging.
- Demonstrated how Hyundai can enhance people's lives and add value to their experiences can resonate deeply with consumers.
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Did the campaign increase the visibility:

- By focusing on the Onam celebration in Kerala, the campaign targeted a specific regional market.
- This approach allowed Hyundai to concentrate its efforts and resources on a specific audience, increasing visibility where it mattered most.



Likes - 7,000+



Likes - 6,000+



Likes - 25,400+




Did the campaign meet the business goals:

- The campaign effectively addressed the brand challenge by emphasizing cultural relevance, creating emotional connections, leveraging influencer partnerships, encouraging user-generated content, achieving virality, and sustaining engagement.
- By meeting these objectives, Hyundai likely enhanced its market share and brand perception in Kerala, positioning itself as a brand that belongs in the hearts and lives of the people during the Onam celebration.






Results:

 AMRUTHESH VIJAYAN • 2 wk ago

i20 😊❤️

Translate to English


👍 1 🗨️ 📧 🌐

 AMBU SIR YT all videos on youtube • 2 wk ago

Nalla advanced car anu good ✅


Translate to English

👍 1 🗨️ 📧

 Sindhu Ratheesh • 2 wk ago (edited)

Poli car ❤️ video poli 👍 maveli of the year


👍 1 🗨️ 📧 🌐

 Happy life with sree • 2 wk ago

The car is nice or is it magic ❤️ Kanmani likes it a lot ❤️❤️
We must like it too 🍌🍌 Make up is good ❤️❤️


See original (Translated by Google)


👍 🗨️ 📧 🌐

 varghese unniadan • 2 wk ago

Congratulations dear Mukta ,Rinku and kanmanikutty on your new companion. God bless

👍 42 🗨️ 📧 🌐

 • 1 REPLY

 AMRUTHESH VIJAYAN • 13 days ago

Hyundai ❤️

👍 3 🗨️ 📧