HYUNDAI

Hyundai's objectives were to use Outdoor for awareness building, and to showcase “Your New Best Friend” - The all new Hyundai i30. The new i30 model was showcased the 4mx3m both static as well as glass showcase premium scrollers.

The formats chosen were used to create maximum impact and awareness building of the new model. Reach as well as frequency were the ingredients for the campaign.

Our research, showed that the Hyundai campaign achieved satisfactory advertising awareness for its target group.