



Kia More Than Doubles Unaided Awareness in the US and Increases Completion Rate by 30% in Korea with Taboola Video Campaign



"Taboola is a powerful native video advertisement to be included in our media mix for branding campaigns. With Taboola, we were able to increase brand favorability in countries where we're already well known, at a price that worked for our needs."

- **Youngjin Heo**, Senior Manager in Global Marketing Team, Kia

171.43%*

Overall Uplift in Unaided Awareness in US Campaign

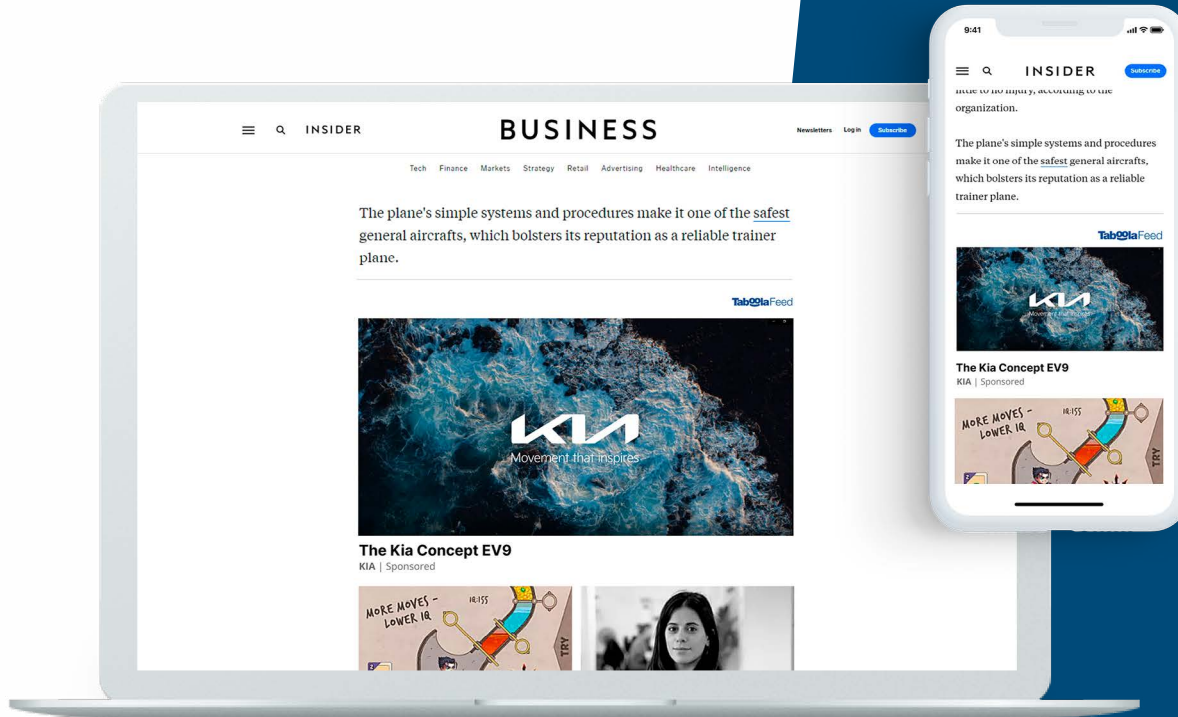
*200% Uplift for Females, Ages 18 - 54

26%

Increase in Brand Affinity Amongst Females, Ages 18 - 54 in US Campaign

30%

Increase in Video Completion Rate with Taboola Retargeting in Korea



COMPANY

Kia's purpose is to deliver innovative products that inspire you when you move and deliver convenient and meaningful services demonstrating our commitment with everyone's most valuable resource, your time.

CHALLENGE

Find a native solution to add to **Kia's** media mix in support of a brand awareness campaign focused on sustainability and carbon neutrality, with less limitations on the number of seconds a video would be exposed to a viewer than search and social platforms.

SOLUTION

Work with **INNOCEAN** and **Wisebirds** to launch a **Taboola** Video campaign across premium news sites, online magazines, blogs and other digital properties in the US and Korea.

RESULTS

In the US, **Kia** was able to achieve a **171% overall uplift in unaided brand awareness; 200% for females between 18 and 54**. They also **increased brand affinity by 26%** for the same audience, and increased **video completion rate by 30% in Korea**.

Taboola Video Drives Meaningful Brand Recall Results for **Kia** in the US and Korea

Introduction

As designers of movement, with the vision to create sustainable mobility solutions for the consumers, community, and the global society, **Kia**'s purpose is to deliver innovative products that inspire you when you move and deliver convenient and meaningful services demonstrating our commitment with everyone's most valuable resource, your time.

They were born in a place of inspiration, passion and enthusiasm. Their mindset of growth and progress vibrates among all **Kia** employees around the world, who are committed to delivering their brand purpose to you every single day.

INNOCEAN aims to become a global leader by creating future value through customized total marketing strategy services. As a global marketing and communications company, they pursue the greatest value through the realization of innovative communications based on creative thinking and challenging spirit.

Wisebirds is an adtech company that provides campaign optimization solutions for real-time bidding (RTB) media. In addition, by providing the most suitable ad server and advertisement registration platform for services with many users such as Band and Vingle, they provide all solutions necessary for monetization.



Kia Further Improves Brand Recognition in the US and Completion Rates in Korea with Taboola Video

Kia was looking to increase brand awareness in the United States (US) and video completion rates in Korea. They worked with **INNOCEAN** to spread awareness of **Kia**'s sustainability and carbon neutrality initiatives using **Taboola** Video. **INNOCEAN** worked with **Wisebirds** to determine which media was best to purchase for the campaign.

Social media and search channels are typically the main focus of **Kia**'s digital campaigns, but they wanted an additional native solution that had less limitation on the number of seconds a video would be exposed to a viewer.

INNOCEAN worked with **Wisebirds** to run **Taboola** Video campaigns in the US and Korea, which would allow them to promote longer video creatives across premium news sites, online magazines, blogs and other digital properties across both countries.

In the US, **Kia** measured meaningful brand lift indicators using a brand lift study*, to see whether or not those who watched the **Taboola** Video could recall the **Kia** brand afterwards. To do so, they worked with the **Taboola** Creative Shop and Kantar.

The campaign was specifically impactful for **females, ages 18 to 54, 26% of whom showed a strong positive affinity for the Kia brand** after watching their ad. **Kia** saw a **127.27% uplift in unaided awareness** and a **77.24% uplift in online ad awareness** with the same demographic.

Although **Kia** already has above-average brand recognition in the US automobile market, **Taboola** was able to further improve that recall. **Kia** was able to achieve a **171% overall uplift in unaided brand awareness**.

In Korea, **Kia** worked with **INNOCEAN** and **Wisebirds** to run a retargeting campaign for viewers that had completed watching 63-second or 100-second videos, which was successful. **Kia** was able to achieve high-quality video views at scale, with a high completion rate, at a relatively low price. **Taboola increased video completion rate by 30%** in Korea for **Kia**.

***About Taboola's Sponsored Brand Lift Studies**

Taboola offers brand lift studies to some brands and customers looking to achieve awareness objectives. They provide deeper insight into the effectiveness of a Taboola campaign by measuring the impact of brand awareness and predisposition metrics. The studies are conducted through Kantar (previously known as Millward Brown), the world's leading data, insights and consulting company.

Unaided awareness measures the percentage of respondents that are aware of your product or brand without being assisted or prompted with details of the brand. Unaided brand awareness indicates a strong brand strength as customers are aware of your brand without being prompted.