



**Case Study:**

Hyundai Motor America

Year: 2022



This case study was prepared for the client Hyundai Motor America for the service of Univision's Sábado Futbolero to build a cultural connection with Hispanic consumers. It was developed and designed by Innocean USA. In the Media Connections & Content Strategy category, it won silver.

## **Executive Summary:**

Of the multicultural automotive buyers, Hispanics are the largest and fastest growing minority group. Until launching this campaign Hyundai's approach had largely been to focus on lower-funnel and retail marketing activities that appeal to a segment of the Hispanic population. To accelerate growth and share, Hyundai needed to establish a more emotional consumer connection. Hyundai launched a new sponsorship of Univision's *Sábado Futbolero* designed to build a cultural connection with Hispanic consumers. When it comes to fútbol, authenticity is the key to creating a true emotional connection with Liga MX fans. To make that consumer connection it is important for Hyundai to demonstrate that it understands what it feels like to be a diehard fútbol fan. The best way to do this was to show rivalries in a very real, yet humorous way that didn't pull any punches and would resonate perfectly with them.

## **Definition of your challenge:**

All Hispanics are not created equally, and Hyundai has a stronger relationship with consumers from Caribbean and Latin American countries of origins. To accelerate Hyundai's Hispanic sales and grow market share it is critical to connect with Mexican consumers (+60% of total Hispanic population). In addition, the Hispanic community is growing in all markets across the country. In 2020, nearly 60% of Hyundai's Hispanic sales came from only 10 markets. These heavily regionalized sales presented an opportunity for Hyundai to invest in broad, awareness-driving efforts that build familiarity and opinion among Hispanics. But to do so, there was a need to build trust and an emotional connection that would create greater affinity for the brand among Mexican consumers. We chose to do so through the shared love of the game of fútbol.

## **The Key Insight & Strategy:**

To reach this audience, we turned to Univision's *Sábado Futbolero*, Liga MX's 6-hour Saturday block of must-see fútbol. This full-year partnership was intended to build cultural connection with Hispanic audiences and engender trust in the Hyundai brand. We focused on the bicultural Hispanic audience: those who have integrated both original and U.S. host cultures into their lives. This bilingual group makes up the largest group of Hispanics in the U.S. and aligns with the *Sábado Futbolero* viewership.

## **Execution:**

During the *Sábado Futbolero* broadcast, Hyundai had a custom opening sequence that was developed in collaboration with Univision, logo placements on various graphics and in-game virtual ads. The integrated campaign included custom social content and a sweepstakes to a Liga MX game in Mexico City.

The campaign had three Spanish-language TV spots that highlighted the fan rivalry between Chivas de Guadalajara and Cruz Azul of Liga MX, the most-watched club soccer competition in the U.S. The campaign's "Because Fútbol" Spanglish tagline was the simple, understated payoff that punctuated each scenario with a knowing, understated wink to bilingual, bicultural fans to let them know we get it, and we feel that same passion for the game too.

For social, we tapped into Mexican culture to create an emotional connection with diehard fútbol fans. We created our own Hyundai's *Because Fútbol Lotería*, a BINGO-like card game at the forefront of Mexican culture and history. And because it's a beloved, fun game we knew everyone would want to play along.

Staying true to the timeless style of *Lotería* art, we developed a full 54-card fútbol themed set for fans to share—on Giphy and their social channels—that tapped into the inside knowledge of the game and culture. From there we brought the illustrations to life by turning cards into GIFs; adding an element of action to them. To keep fans engaged, we released new cards each week for fans to share throughout the Liga MX season right up to the finals.



**Results:**

In terms of Hyundai Hispanic sales, in 2021 September through November sales increased by +7.8% Market Share. Hyundai (+.61 pts), Tucson (+1.00 pts).

In terms of brand health measures, Viewers of Sábado Futbolero experienced Awareness and Consideration increase across all Hyundai models and were significantly more likely to connect Hyundai across positive attributes. This campaign achieved amazing results among viewers: +22 pts in Brand Consideration, +15 pts in Dealership Visit Intent, +11 pts in Familiarity, +2 pts in Brand Opinion, +10 pts in Awareness, +6.1 % Social Engagement, and 93% Video Completion rate. Finally, for consumers that like the commercials there was a higher level of purchase intent.

The social Hyundai's Because Fútbol Lotería campaign delivered great numbers:

Twitter

IMPRESSIONS 6,452,716

TWEET ENGAGEMENTS 132,069

ENGAGEMENT RATE 19.75%

CLICKS 118,316

MEDIA ENGAGEMENTS 12,439

Instagram

IMPRESSIONS 2,821,954

TOTAL VIDEO VIEWS 949,626

VIDEO VIEWS +3 796,301

REACH 2,308,273

Giphy

VIEW COUNT 344,574

## Industry Impact:

This Hyundai's Because Fútbol campaign clearly demonstrated the power of authentic cultural insights in connecting with consumers and driving sales. La Liga MX (Mexican premier soccer league) is an important cultural connection that allows Hispanic consumers to connect with nostalgia of their country of origin, the family traditions (various generations that root for the same club), and the passion that they have for their favorite sport. Today more than ever digital technology is helping sustain those cultural connections beyond the first generation. The Sábado Futbolero campaign allowed Hyundai to celebrate the traditions and passion for soccer that is part of Hispanics' daily life. Also, authenticity is the doorway to emotional connection. We didn't want to create an idealized, commercial version of people, we kept it real. The quality of the production, the attention to details in the storyline, the music, art direction, and the ability of the director to bring it all together is what delivered the "authenticity." Clients and agencies need to identify clear cultural insights that drive the brand metrics that a campaign is expected to affect.