



Case Study:

Kia US: Kia Carnival

Year: 2022



This case study was prepared for the client Kia US for the product Kia Carnival to introduce the new KIA Carnival MPV to Hispanic Millennials in a way that resonated with them. It was developed and designed by Inspire. In the Best Hispanic Cultural Insight category, it obtained an honorable mention.

Executive Summary:

The objective was to successfully introduce the new Kia Carnival MPV to Hispanic millennials by tapping into those things that Hispanic millennials found relevant and demonstrated a fresh and true understanding of their cultural dynamic. The challenge was that to be relevant we would need to go far beyond the traditional approach of Hispanic = Family = Minivan. We would need to demonstrate an understanding of the life dynamics of a Hispanic millennial in the US today. The insight was that for Hispanic millennials it is the multi- in Multi-Purpose Vehicle (MPV) that is important. They are multicultural, multilingual, and multifaceted in general, so their heritage is but one of the elements they flow through on an everyday basis. And their definition of family reflects the multi-everything nature of their everyday lives.

Our approach was to how the multipurpose capabilities of the vehicle could fit into the multi-everything nature of their lives. Rather than pigeonhole them or the vehicle, we moved away from traditional notions of Hispanic families and their needs and instead showed the wide diversity of solutions the Carnival can provide all through a multicultural lens. We focused on the styling of the vehicle, the technology it carries, and the broad range of situations in which it could seamlessly provide what the driver needs.

Definition of your challenge:

The challenge for the assignment was to introduce the new KIA Carnival MPV to Hispanic Millennials in a way that resonated with them while overcoming oversimplification of the product category and of the traditional way in which family has been used to sell minivans to Hispanics (i.e. You have more family, you need more room). We also knew the concept of 'family' was seen through a different lens by Hispanic millennials. While conceptually the idea of a strong family tradition is still very much a part of the Hispanic cultural narrative, practically the definition of family for Hispanic millennials is more complex and has more hues with less focus on the nuclear family and more focus on those people who make your 'practical' family. The people you spend time with day in and day out.

The Key Insight & Strategy:

The key insights were that for Hispanic millennials the multi-faceted aspect of their lives is what drives relevance and resonates with their psychographic, including multicultural, dynamics. They are multicultural, multilingual, and multi-professional and their definition of the family also reflects the variety of hues seen in their daily lives. They need multi-purpose solutions to address their multifaceted needs. While their Hispanic cultural heritage is still an important component of who they are, it is but one of the elements they flow in and out of every day, but always in context with the multi-everything nature of their lives.

Execution:

Our core creative approach was to use the vehicle's styling to demonstrate a redefinition of the 'minivan' category and movement towards the multipurpose nature of the Carnival. We utilized the interior of the vehicle, as well as some of the main technological features to show innovation and the multisolution quality of the vehicle. We utilized the distinction of in-city and outdoors locations to emphasize the fact that this is not your mother's minivan, it is a true multi-purpose vehicle. Our talent was reflective of the diversity within the Hispanic culture.



Results:

The campaign results were outstanding far exceeding performance targets across the board. In broadcast, it outperformed the industry with an increase of Search Index (SER) of 113% compared to the previous 12 months of industry airings. There was an increase of 149% in organic social engagement, an increase of 227% in all social engagement, an increase of 41% in overall engagement rate, and an increase of 48% in website traffic. Most importantly, the campaign drove an increase of market share of 4+ points and drove the Carnival into the number 3 position in the category.

Industry Impact:

We believe that there are two learnings to gain from this. One is that clearly, to tap into and leverage the multicultural aspect of Hispanic millennials for marketing communication purposes, it is more important to show an understanding of the complex nature of the multi-everything lives, which includes their heritage, than it is to have a one-dimensional approach utilizing oversimplified and overutilized Hispanic cultural pillars. The second is that it pays to take a look at well-established, clearly defined categories, e.g. the minivan category, with a new lens, a lens that incorporates technological evolution and the way in which it provides new solutions to old problems. In this instance, for example, had we just accepted the well-established definition of 'minivan', we would have missed the opportunity to expand our target set beyond those that have big families and the opportunity to showcase Kia's evolution in styling. For us, when it comes to Hispanic millennials it is far, far better to hear 'Wow, what kind of car was that?' then to hear 'Hey, that's a cool minivan.'