



BEST ONGOING USE OF TV **- HYUNDAI | FROM CHALLENGER TO LEADING BRAND**

BEST ONGOING USE OF TV

> CLIENT & AGENCY

> Hyundai Ireland

> Havas Media Ireland

> CAMPAIGN NAME

> Hyundai | From Challenger to Leading Brand

> AWARD CATEGORY

> Best Ongoing Use of TV

> CONTACT DETAILS

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BACKGROUND & OBJECTIVES



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The story of Hyundai in Ireland over the last 10 years has been one of ambition. This has driven the brand from an also ran in 2011 to a challenger in 2015. But ambition craves more. **Hyundai needed to be Ireland's bestselling car brand** and so it was time to embark on the next stage of our journey.

Prior to 2015, Hyundai sat just outside the top 3 car brands in Ireland.

The objective was simple, right?

How could we push through that barrier and make Hyundai the car brand of choice for the Irish motorist?

We had to maximise sales potential in each sales window for Hyundai's portfolio of models. In doing so we knew that we would **make Hyundai Ireland's bestselling car brand**.

The **launch** of the **new Hyundai Tucson** in **late 2015** was the perfect opportunity to redefine our approach to media planning and set upon this new path to brand leader.

By applying these same principles consistently to all media planning we have had exceptional results in the last 5 years.



THE STRATEGY



THE STRATEGY

The **launch of the Tucson at the end of 2015** saw the introduction of a **new flagship model to the Hyundai range**. The debut of this new SUV to the Irish marketplace presented us with an opportunity to expand on our approach to media and brand building.

Utilising our Havas Connect platform, we were able to conduct a consumer journey and touchpoint study that would generate insights on the Irish motor consumer.

Consumers were making less visits to dealerships doing most of their research online and only visiting to test drive 1 or 2 models before deciding what to buy.

Consumers were actively considering their next car purchase all year. By being silent for long periods we were missing opportunities.

People move back and forth between different stages of their journey. This left opportunity to intercept and insert ourselves onto consideration lists.

While consumers were aware of Hyundai, they were less familiar with the different models they sold. We would need to build fame not just for the brand but for its models.

Other brands benefited from higher levels of consumer recommendation / word of mouth. We would need to rely on media to help us build greater levels of familiarity with the Irish public.

THE STRATEGY

To deliver on our objectives, we designed our approach to media in a way that **embraced the consumer journey**.

Build fame and recognition of Hyundai models by **dominating** in the most effective media channel, **TV**

A **strong focus on complementary media channels** in Radio and Digital Performance channels targeting “In Market” audiences across the path to purchase

Move to an always on approach with uplifts at key sales periods so we continuously speak to potential buyers on their journey

Upweight PPC investment to earn greatest market SOV using a defend & conquer strategy.

Optimise media delivery to a **35-54 ABC1 audience** who were more likely to purchase new cars

Refined inclusion list on programmatic display & video to the best performing websites from previous campaigns

Flexibility built in to match real world conditions. Media can be upweighted / downweighted depending on demand and messaging can change as needed

THE STRATEGY

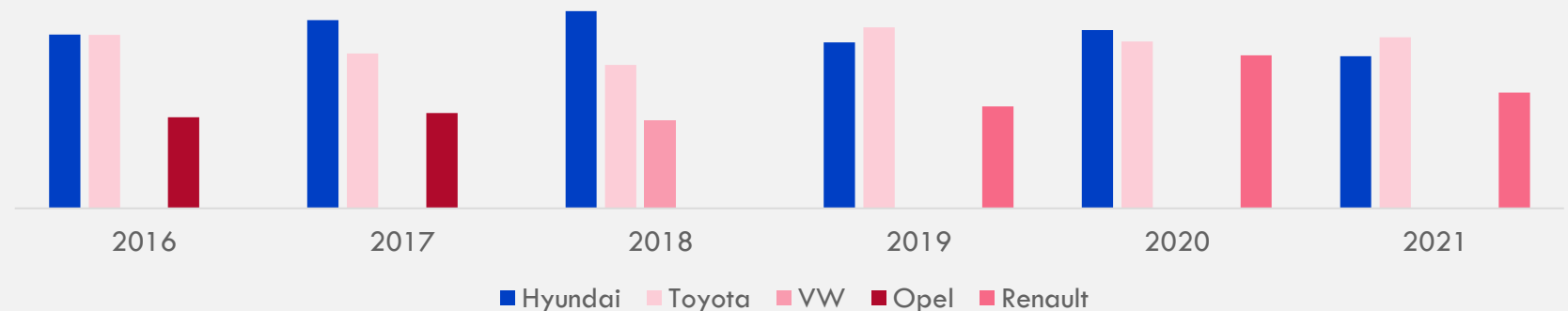
This approach proved fruitful, with the **Hyundai Tucson** becoming Ireland's **best-selling model** in 2016.

So now we knew our wider encompassing strategy was sound, it was time to bring it further.

As **TV is our most effective channel**, we had to make sure that we're at the forefront of the medium at the right time. We undertook a deep analysis on the automotive advertising category. Looking at rival car launches, expected Impacts & Reach weights, developments within the automotive industry (electric vehicles etc.), and delving into the wider TV marketplace.

This led to a consistent high impact approach to ensure that when key sales times roll around, Hyundai will be the number one player in the marketplace. We know TV works best at building brands and driving awareness. With Hyundai front of centre of TV land, they will be **front and centre of consumer mind**.

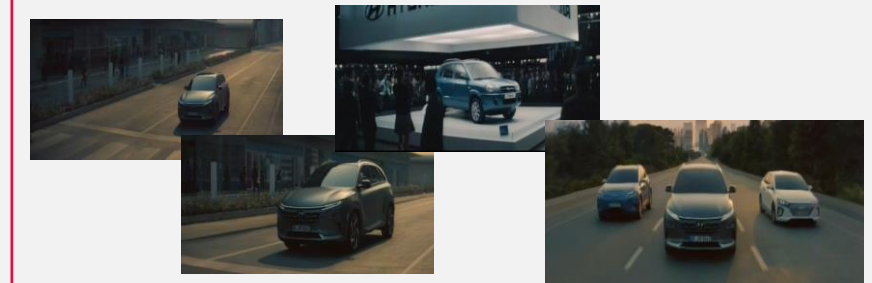
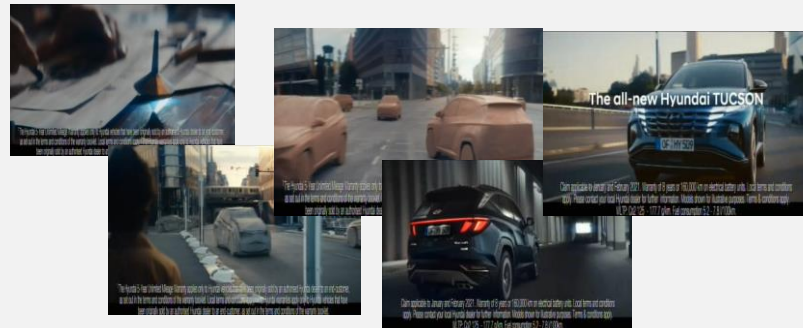
Year On Year | Share of Voice %



THE STRATEGY

But campaigns are not just about spending the most and being the biggest. It is about meeting and **engaging your audience in a meaningful way** & in the most meaningful environments. This was developed via our **Media Experience (Mx) System**.

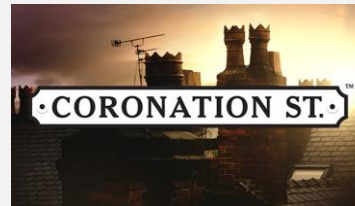
Our station mix and content strategy were developed through our Mx system. A bespoke planning process which analyses our audience, the context of how we reach them, and what content is most engaging and appropriate for our core car buying audience.



THE STRATEGY

Utilising **Nielsen**, **TGI** and our proprietary planning tool; **MRP (Meaningful Rating Point)** we lean further into our content strategy by identifying the right stations and content that appeals best to car buyers.

Programming including **6 Nations, The Late Late Show and Toy Show, Coronation Street, Emmerdale, Main News, RTE's Prime Time, Claire Byrne, The Tonight Show, I'm a Celeb** . . . would all become a part of our approach to TV.



This approach ensures we're reaching the right people, at the right time as they begin their venture into buying a new car, no matter what stage of the journey they're on.

And this strategy is consistently adhered to campaign-on-campaign, year-on-year; with the aim of turning Hyundai into one of the country's leading motor brands and, crucially, remaining there.

THE PLAN



THE PLAN

We **prioritised TV as the most effective channel at delivering both long- and short-term objectives**. Our TV approach allows us to simultaneously stimulate sales while growing recognition of Hyundai and its models.

Plans are developed to ensure we have a **high SOV** at key periods each year, whilst also ensuring we are within the **highest affinity stations** and within their most **meaningful content** for our car buying audience.

And this meaningful content approach, not only exists across our Linear TV campaigns, but has helped inform and develop our long-term **sponsorship strategy**.

Coronation Street, consistently Ireland's **most watched soap**, has been a staple of Hyundai's always-on, high reaching, high-frequency, meaningful programming strategy. Through this sponsorship, Hyundai have a long-standing association with one of Ireland's biggest programmes on one of Ireland's biggest stations.



THE PLAN



<https://marketing.ie/hyundai-to-sponsor-corrie-and-emmerdale>

The inclusion of sponsorships to our ongoing TV strategy provides an opportunity to extend our messaging and to give flexibility to rotate different models / copy as the business requires.

This sponsorship approach has been further maximised over the years with inclusion in **World Cups**, **European Championship Football (Euros)** and **Christmas Movie** season. Again, all programming with high reach and viewing figures but most importantly, are hugely meaningful to our core 35+ ABC car buying audience.

Our long-standing sponsorship of Coronation Street will be enhanced by the **inclusion of Emmerdale** to our soap opera bow, giving Hyundai complete ownership over primetime, weekly programming on Virgin Media.

THE PLAN

“Hyundai Ireland is delighted to build on their long-standing association as the title sponsor of Coronation Street since 2017. With this new addition of Emmerdale to the sponsorship deal, Hyundai is now strategically positioned as the official sponsor of Virgin Media Televisions key performing Soaps. Hyundai is delighted with this association and to align its brand with such iconic household television favourites such as Emmerdale and Coronation Street. Hyundai is always looking to expand its product reach and this partnership offers us just that, through Virgin Media’s television audience and the viewer profiles that both programmes command.”

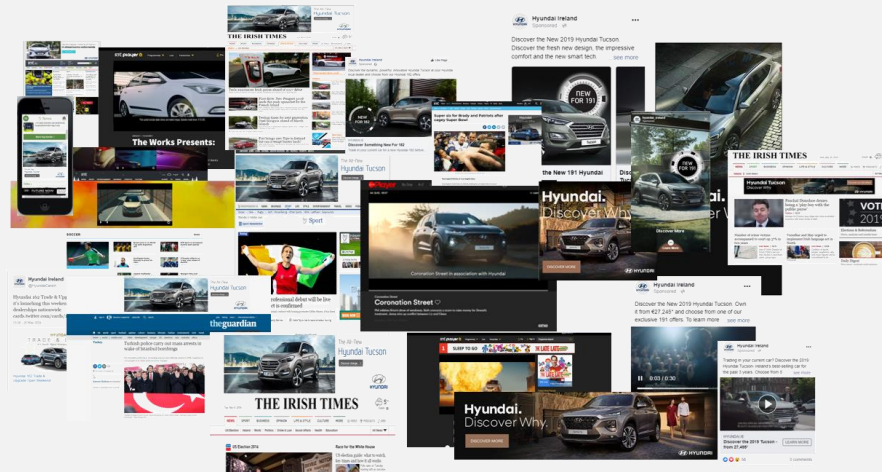
- Sarah Hayes, Marketing Director Hyundai Ireland

THE PLAN

This reliable TV strategy has also brought with us the opportunity to **develop our AV strategy** in the face of ever -changing consumer media habits. Another tool of the Mx process; **MVP (Meaningful Video Planner)** — develops our overall approach to AV by optimising reach across the various AV channels (TV, BVOD, OLV, Cinema) via key metrics in awareness, reach and meaningfulness.

With AV as the lead, other media come into play;

- **Tactical support** with **radio** where we have more flexibility both in terms of upweighting and downweighting activity and rotating messages.
- We have delivered **internationally awarded campaigns** across **search, social** and digital **display** with a focus on targeting In Market prospects.



THE RESULTS



THE RESULTS

In 2016, the first year of this strategy, **Hyundai dominated** the market for most of the year until Toyota squeaked by at the very end, finishing with a market share of 10.57% to Hyundai's 10.53%.

In a brilliant result, the **Hyundai Tucson** was the **best-selling car** model in Ireland selling **7,425 units** which surpassed the next biggest model by 2,456 units.











The Tucson maintained its **number one position** from **2016** across **2017** and **2018**, finishing in second place for the following two years before once again claiming it's crown as **Ireland's Best Selling Car in 2021**

motorstats
the official statistics of the Irish Motor Industry

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PASSENGER CARS LIGHT COMMERCIAL HEAVY COMMERCIAL

Passenger Cars By Model

Rank	Make	Model	2022 Units	2021 Units	% Change	2022 % Share	2021 % Share
1		HYUNDAI TUCSON	3,316	2,658	24.76%	6.64%	5.53%
2		TOYOTA COROLLA	2,734	2,086	31.06%	5.48%	4.34%
3		TOYOTA C-HR	1,853	1,195	55.06%	3.71%	2.49%
4		TOYOTA RAV 4	1,790	1,381	29.62%	3.59%	2.88%
5		TOYOTA YARIS	1,771	1,293	36.97%	3.55%	2.69%
6		KIA SPORTAGE	1,603	1,015	57.93%	3.21%	2.11%
7		HYUNDAI KONA	1,180	1,017	16.03%	2.36%	2.12%
8		TOYOTA YARIS CROSS	1,141	0	-	2.29%	0.00%
9		SKODA OCTAVIA	1,118	1,291	-13.40%	2.24%	2.69%
10		FORD PUMA	1,083	697	55.38%	2.17%	1.45%

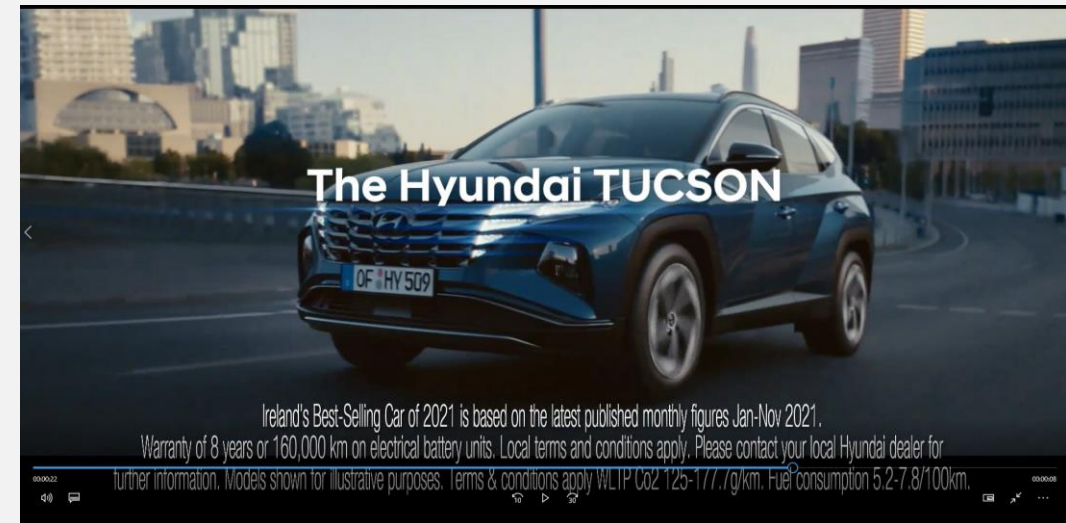
THE RESULTS

Hyundai's performance in Ireland is way ahead of other European markets. In the UK, for example, Hyundai sits in 9th position at the end of 2021.

10 years ago, Hyundai were in the wilderness. In the last 6 years an ever-evolving, **TV-led media strategy** has driven them to be one of **Ireland's best-selling car brands**. They now boast the **top selling car** (Tuscon) and **number one all electric** vehicle (Ioniq 5).

Brand tracking scores have subsequently been impressive with preference for the brand and willingness to

- **Preference** grew from 52% to **62%**
- Willingness to **recommend** grew from 43% to **56%**
- **Awareness** has grown from 92% to **94%**



**THANK
YOU**



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