



CASE STUDIES OF EXCELLENCE

## DriveShop

**CAMPAIGN:** STINGER EXPERIENTIAL MARKETING

**CLIENT:** KIA

**AGENCY:** DRIVESHOP

DriveShop was tasked with developing an integrated experiential marketing plan around the introduction of the highly anticipated Kia Stinger, an authentic gran turismo. This vehicle was a game changer and introduced the brand to a consumer segment that might not otherwise consider a Kia. Historically, the brand has been known for producing mass-market transportation rooted in value. It was DriveShop's job to shift that perception. The task was to concept, design and execute unique and engaging methods to draw customers to see and experience the Kia Stinger firsthand. Working with the Kia experiential team, DriveShop developed two key integrated programs that worked together to showcase the Kia Stinger as well as elevate the Kia brand. The programs started with a featured event at the Specialty Equipment Market Association (SEMA) and followed up with a national Stinger Experience Tour.



### SEMA

DriveShop's concept was to surprise and delight the audience with a demonstration of the Stinger's performance capabilities. DriveShop worked with the SEMA team to develop an autocross course that featured a 0 to 60 acceleration demonstration as well as a cornering section that displayed the vehicle's maneuverability and handling. The consumers were able to take a Stinger for a test drive on this course to feel firsthand the power and capabilities of the vehicle. If that wasn't enough, DriveShop upped the stakes by adding a drifting course. Professional drivers took consumers on a thrilling ride that included multiple spins in the drift box.

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### STINGER EXPERIENCE TOUR

In development of the Stinger Experience Tour, DriveShop aimed to showcase the power and dynamic driving capabilities of the Stinger as well as show how the Stinger measures up to the competition. This tour stopped at a total of nine locations throughout the US and featured a uniquely developed autocross course for each city. The Stinger Experience Tour took different trim levels of the Kia Stinger and offered side-by-side comparisons with the Audi A5, BMW 640i and Porsche Panamera models. Participating guests were paired with a professional right-seat driver for individualized instruction and were then allowed to choose any of the competitor vehicles to compare features and functionality. If the consumer wanted an additional thrill, they could have the professional driver complete a "hot lap" in the Kia Stinger. The tour was scheduled on Friday, Saturday and Sunday with Fridays being dedicated to local Kia dealer teams. The event series also featured multiple appearances from celebrities and professional athletes.

The feedback has been overwhelmingly positive and there are requests to continue the program.

