

Kia *Drive Change* Day

Drive Change Day: August 21, 2011

Engage consumers to become champions of change and cut through category clutter.

Execution

Celebrity featured TV vignettes inspired Canadians. Digital, radio, print and pioneering iPhone apps drove target to a micro-site igniting conversation and community action to drive change. An interactive map feeding into Facebook and Twitter built campaign momentum and generated fresh content. Dealer participation involved consumers at retail. Post event media celebration extended mass engagement.



Results

- 225 Drive Change projects nominated for \$25,000
- 13,000 plus food and clothing articles donated to charity
- 80% of dealer participation
- 182 acts of change submitted touching thousands of people
- Success builds success – Year two is currently under way

