



Well, listen to that – the biggest names in music will be taking over the city of Los Angeles again with the I Heart Radio Music Awards second season launch on NBC. And Kia Motors America has the invaluable opportunity to plug into the distinctive synergy of its built-in audience.

Taping into Kia's core brand marketing objectives, NBC will develop a national branded scavenger hunt that will be fueled by a playful on-air campaign, along with the robust Twitter following of a popular musical artist(s).

CONCEPT:

Kia's Golden Key Scavenger Hunt taps into the die-hard music fans that are interacting, voting and tuning-in to this groundbreaking awards show which organically speaks to the get-down, funky, cruise-around brand personality that is the Kia Soul.

NBC will infuse your brand into social conversation by leveraging the momentum of this music awards show that is truly powered by the fans – 7.7 billion social impressions throughout the voting period of its inaugural launch, with 50 million votes cast via Twitter & Facebook.

On-Air Custom Content:

We open on one or, ideally, two of the I Heart Radio Music Awards performers or nominees talking and walking towards a parked KIA Soul nearby. Through their banter we learn they are about to drive to the Awards Show rehearsal when one of them realizes he/she lost the keys to the Soul. After a lively exchange between them, one artist asks America to help find the key to their Kia Soul so that they won't miss their call-time to be on stage during the I Heart Radio Music Awards show on NBC. (There in kicks off the scavenger hunt.)

Spot then drives to the artists Twitter handle where viewers can find Kia Clues as to where to look for a Kia key in their city. Even better – one lucky die-hard music fan will find gold – that is, a gold Kia key attached to a golden ticket to attend the I Heart Radio Music Award show!





Twitter Scavenger Hunt

Each day of the campaign, fans will stay glued to the artist(s) Twitter page for that day's Kia Clue – clues tweeted by the artist as to where keys are hidden across America. Keys could be tucked away in favorite spots to listen to music around town, late-night diner type establishments, or actual favorite places of some of the I Heart Radio Music Awards nominees. To get one step closer to finding the golden key, artists will also pose music-related UGC challenges so fans have a chance to unlock even more clues. All content and social activity will be captured online within a branded destination.

The *Kia Golden Key Scavenger Hunt* will help further drive presence and scale of the Kia Soul all the while inspiring your target consumers to participate.