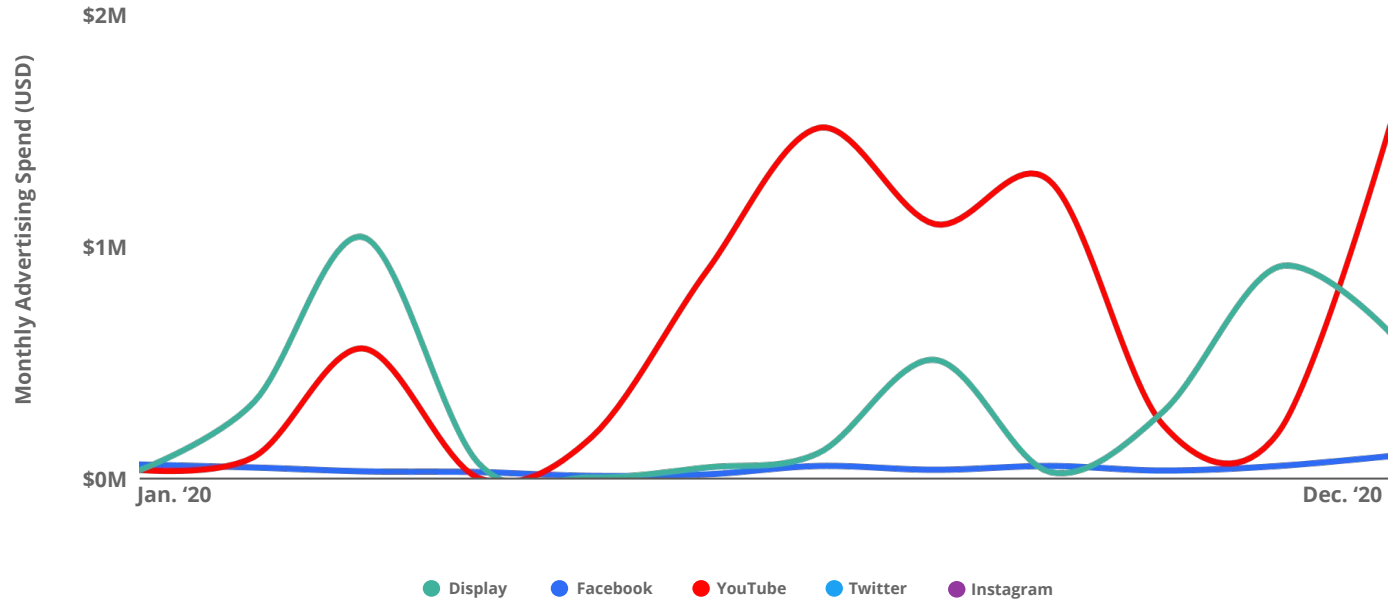




HYUNDAI

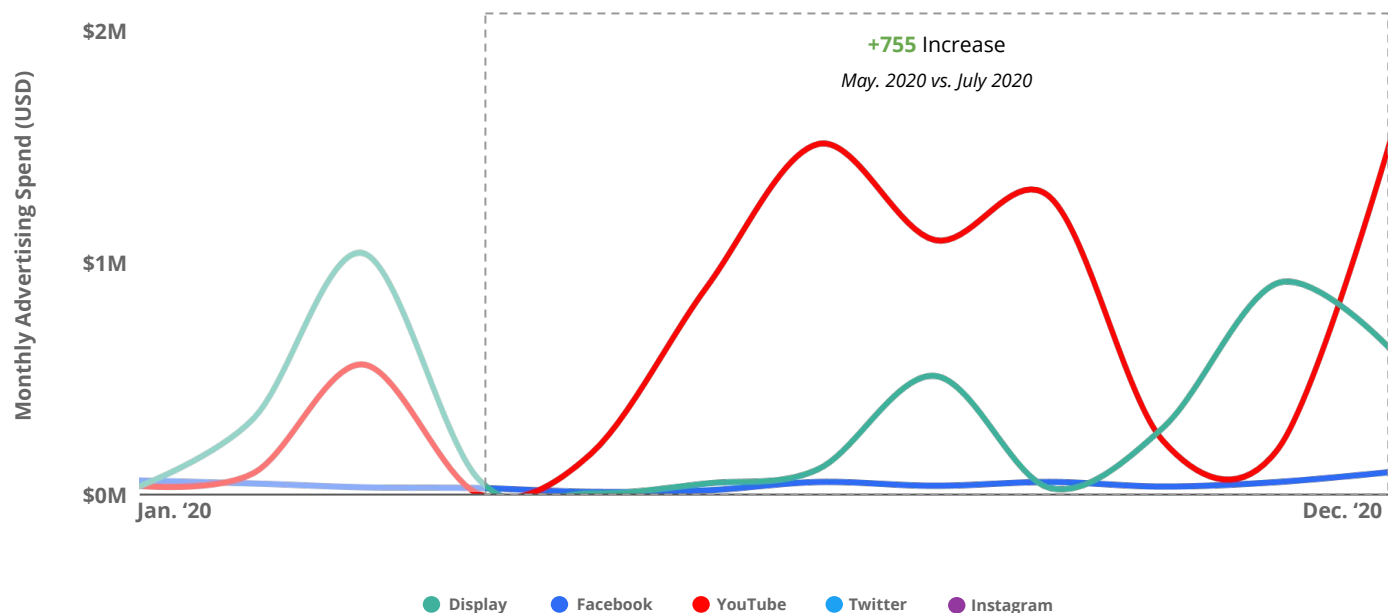
**Launching New Car Models
Via YouTube
Automotive**

Currently, Hyundai focuses their digital advertising efforts on YouTube, with a total spend of \$7.2M in 2020.



*Geo: Canada Only

In June, Hyundai shifted their focus from Desktop Display to YouTube ads, with a **+755% increase from May to July. On average, Hyundai spends \$915K on YouTube ads each month.**

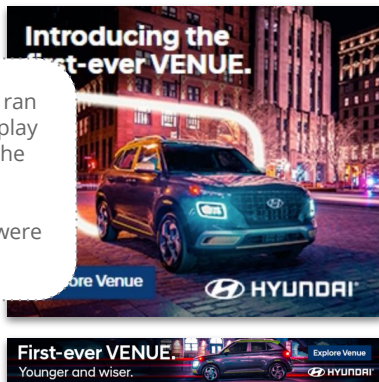


Hyundai took on two different approaches for the launch of their new car models. Pre COVID-19 Hyundai focused on desktop display ads to introduce the Venue model, while during COVID-19, Hyundai made significant investments towards YouTube video ads for the Genesis G70.

Pre COVID-19

Pre COVID-19, Hyundai ran only desktop image display ads for the launch of the Hyundai Venue.

Majority of display ads were run on kijiji.ca



During COVID-19



During COVID-19, Hyundai made a heavy investment in short form (15 - 30 second) YouTube video ads for the launch of the Genesis G70.

[Click to view](#)

For the Genesis G70 campaign, Hyundai created three different creative versions, testing different target audiences, and video lengths. However, all videos were short-form, under the 30 second mark.



[Click to view](#)

Spend: \$1.3M | **Impressions:** 51M
CPM: \$26.39

Tactics Used:

- Localized creative for Canadians (Used Vancouver as a backdrop)



[Click to view](#)

Spend: \$705K | **Impressions:** 27M
CPM: \$26.44

Tactics Used:

- Creative was changed to appeal to a younger demographic - video focused on the speed of the new Genesis model



*Ad is currently unavailable

Spend: \$588K | **Impressions:** 22M
CPM: \$26.44

Tactics Used:

- Video length A/B Test
- This video ad is the longer form version of the 15 second ad

30% of the Top 10 YouTube ads showcased the technological advances that Hyundai has made to their car models, such as the Blue Link app.



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Spend: \$290K | **Impressions:** 11M
CPM: \$26.36

Tech Feature Advertised:

- Ambient light feature with touch screen
- “Fashionably Smart” is the slogan at the end of the video



[Click to view](#)

Spend: \$273K | **Impressions:** 10.4M
CPM: \$26.25

Tech Feature Advertised:

- Apple Carplay
- Blue Link App



[Click to view](#)

Spend: \$248K | **Impressions:** 9.4M
CPM: \$26.38

Tech Feature Advertised:

- Apple Carplay
- Blue Link App

Hyundai leverages the desktop display advertising channel for promotional messaging, such as their Black Friday deal.



[Click to view landing page.](#)

Spend: \$103K | **Impressions:** 8.6M
CPM: \$12.05

Promotion:

- \$500 Black Friday Bonus
- Copy contains sense of urgency "offer ends today"



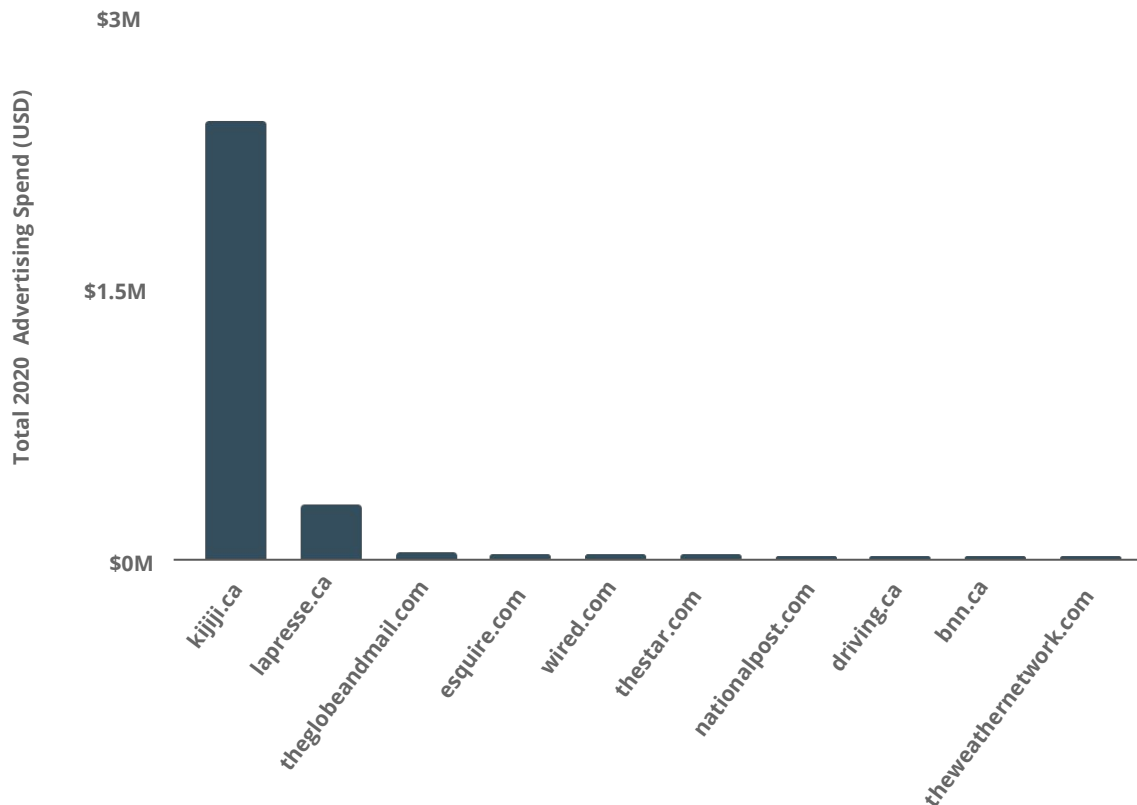
[Click to view landing page.](#)

Spend: \$99K | **Impressions:** 8.3M
CPM: \$12.01

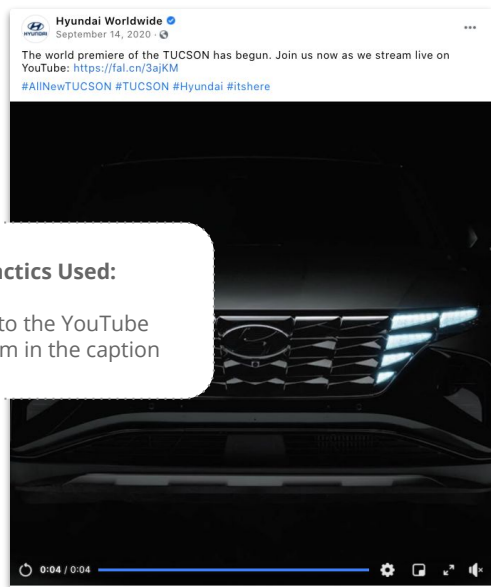
Promotion:

- \$500 Boxing Month Bonus

The top site is kijiji.ca, which makes up 76% (\$2.9M) of total display advertising spend, followed by lapresse.ca (French news publication).



The top Facebook campaign directed consumers to a live stream on the YouTube platform for the world premiere of the TUCSON.

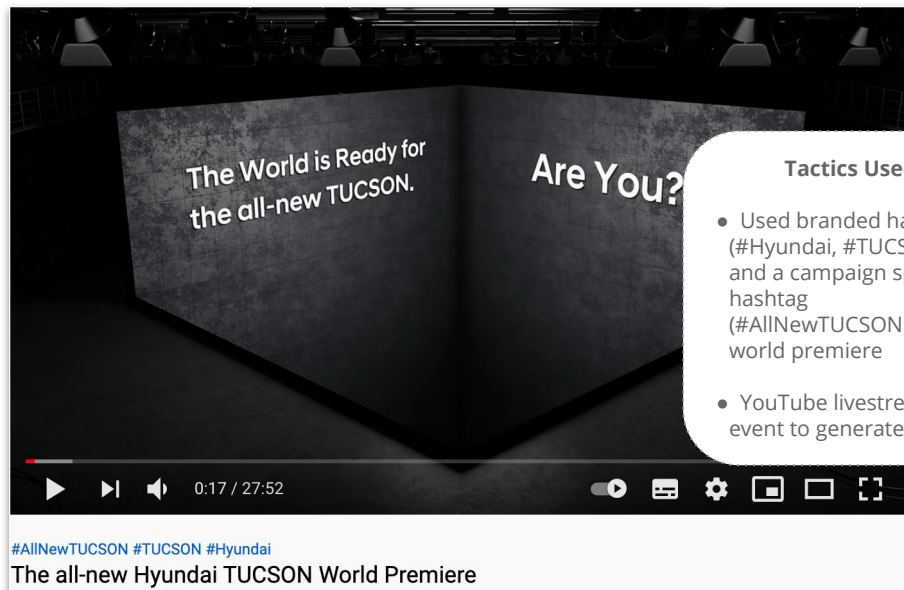


Tactics Used:

- Linked to the YouTube livestream in the caption

[Click to view](#)

Spend: \$12K | **Impressions:** 2.7M
CPM: \$4.39



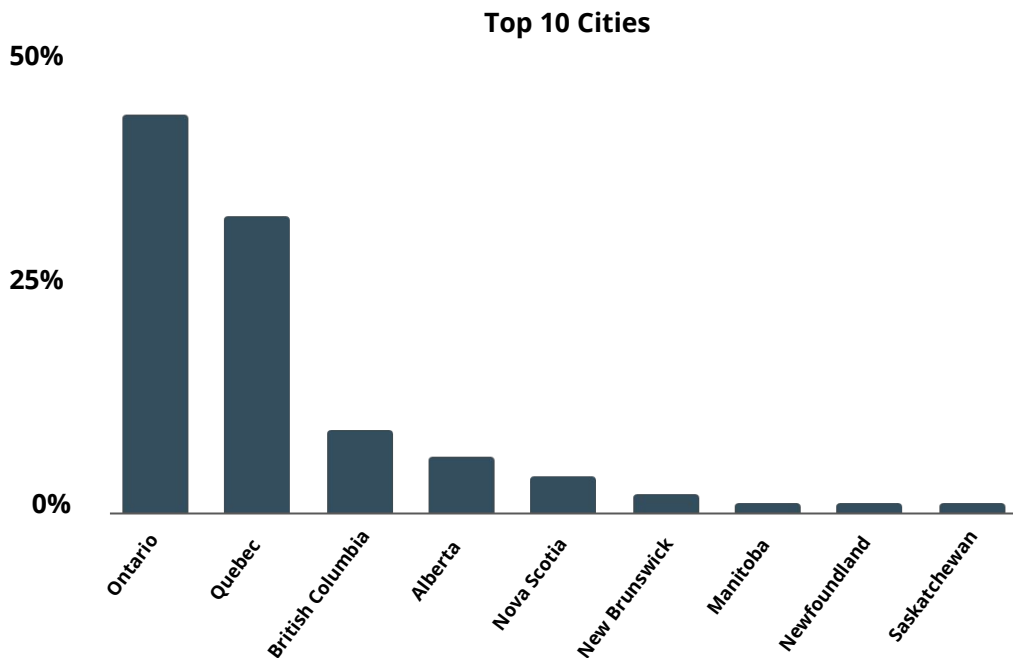
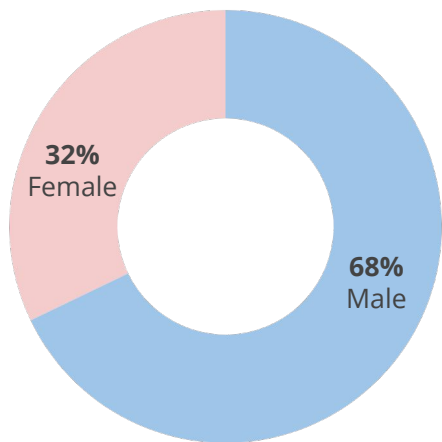
Tactics Used:

- Used branded hashtags (#Hyundai, #TUCSON) and a campaign specific hashtag (#AllNewTUCSON) for the world premiere
- YouTube livestream event to generate hype

[Click to view](#)

Views: 1.8M | **Engagements:** 8.8K

On Facebook, Hyundai targets males and 75% of their ad spend budget is allocated towards Ontario (43%) and Quebec (32%).



Key Takeaways

From the Launching New Car Models Via YouTube Case Study:

Paid Social Focus — YouTube Video Ads: In 2020, Hyundai shifted their focus from Desktop Display to YouTube ads, with a +755% increase in YouTube spend from May to July. Currently, on average Hyundai spends \$915K on YouTube ads each month.

Pre COVID-19, Hyundai focused on desktop display ads on kijiji.ca to advertise new car models. However, when COVID-19 was at its peak around May, Hyundai made a significant investment towards YouTube ads to unveil the new Genesis G70.

Content & Messaging — Customized Creative: Hyundai customized their YouTube creative in two ways: localization and audience specific. For the Genesis G70 campaign, Hyundai created localized content specifically for Canadians by using Vancouver and well known Canadian spots as a backdrop. In addition, they created two different videos for two sets of audiences. One [general creative](#) was made, which highlighted the exterior and interior of the car which appeals to a broad and possibly older audience. Hyundai then created a [second video](#) which appealed to a younger, male demographic that focused on the speed of the new Genesis model.

Content & Messaging — “Fashionably Smart”: 30% of the Top 10 YouTube ads highlighted the technological advances that Hyundai has made to their car models, such as Apple Carplay, the Blue Link app, and ambient lighting. Tech features are a forefront of the majority of Hyundai ads - in total they spent over \$811K advertising various tech features on YouTube.

Paid Social Tactic — YouTube Live: For the world premiere of the TUCSON, Hyundai launched a Facebook campaign which directed users to a live stream on YouTube. Live stream premieres generate hype and brand awareness around the product. Hyundai used both branded hashtags (#Hyundai, #TUCSON) as well as a campaign specific hashtag for the premiere (#AllNewTUCSON).

Paid Social Tactic — Audience Targeting: On Facebook, Hyundai is currently targeting a predominately male audience, who resides in the east coast of Canada. 75% of Hyundai's Facebook budget was allocated towards Ontario (43%) and Quebec (32%).