



## Kia Optima launch supported by YouTube campaign from Content is King

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Film communications agency Content is King has helped Kia Motors launch the Kia Optima with a film-led digital campaign, spearheaded by an introductory walk-around video on its YouTube channel to demonstrate the new model to consumers and dealerships alike.

Integrated across Kia's full range of online and mobile digital channels, including YouTube, Facebook and the car marque's own website, the film is expected to drive footfall to Kia showrooms by allowing customers to book an Optima test drive directly from the YouTube channel.

Content is King, which has worked with Kia since November 2010, shot the Optima film at Arnold Clark in Northwich, the first of Kia's new design-focused global standard Red Cube showrooms.

Kia Motors general manager of marketing communications Lawrence Hamilton explained: "We wanted to introduce the Optima in a way that was visual and informative but also convenient for our customers. Once again, Content is King has helped us achieve this with its expertise in delivering broadcast-quality brand communications. The Optima film will show people everything they need to know before they even set foot in a showroom. Our increased commitment to digital marketing has been incredibly effective and Content is King has been an important partner in this success."