

## Creative Brief

Date Submitted: April 12, 2022

Due Date: ASAP

Client Name	Kia India Private Limited		Media- Spotify
Project	“An ad to position Carnival as a Family Mover”		
Ad Objective	To create awareness amongst traveling women in the age group 25-35 years, with the change of 50% ,in a period of 2 months after the start of the ad.		
Client Background & Goals	<p>Kia India Private Limited is a subsidiary of Kia for its operations in India. The company was founded on 19 May 2017 following an announcement of the construction of a new 536-acre manufacturing facility in Anantapur District, Andhra Pradesh.</p> <p>Steps Needed to Accomplish Goals of Audio (30 sec.)</p> <ol style="list-style-type: none"> <li>1. Script needs to be written/improved</li> <li>2. How long is the Script - 30 seconds</li> </ol>		
Market	<p>Innova Crysta - over 40% of sales,</p> <p>Toyota Fortuner - 63.9% of total sales in its segment in February 2020</p>		
Target Audience	Mid to High-income audience between the ages of 25-60 throughout the Tier1 & Tier 2 cities of India, Gender- Women		
Product positioning	<ol style="list-style-type: none"> <li>1. Moving people in luxury</li> <li>2. space, the comfort and luxury it promises the rear passengers</li> <li>3. premium-ness of experience</li> </ol>		
Major Selling Idea & Tone	<p>“A journey well shared is a journey well enjoyed- Women travel the world”</p> <p>Music appeal &amp; adventure appeal.</p> <p>A group of working women decides on an adventure trip with music having high beats playing on background and one woman sharing Kia carnival features..</p>		
Project Timeline	2 -3months		
Project Budget	20,000 - 30,000 per ad set and average CPM (cost-per-thousand-impressions) of 1500-2000.		
Delivery Timeline	Time period	Coverage	
7pm-10pm	30 seconds for 3-4 months	Tier-1 and Tier-2 cities	

## **TVC for Kia Carnival**

**Objective:** To create an advertisement which will create brand awareness in the consumers of the age group 20-60 and high income with 65% change in 3-4 months.

**Market:** Innova Crysta - over 40% of sales, Toyota Fortuner - 63.9% of total sales in its segment in February 2020

**TG:** Gender - women, Age group- 30-60, income- high

**Product positioning:** Highly customizable and premium MPV with high quality features like multi-zone climate control, sunroof, multiple airbags, latest safety tech, etc.

**Major selling idea:** 'Your Happiness is our priority'-Kia Carnival

**Media:** TV

**Anything included/ avoided in ad:** Advertise as the multi-purpose vehicle, usage from daily commuting to long-haul road trips, show that working women are enjoying the features of vehicle.

**Client's budget for your medium:** 2.5 L- 4L for one time

**Delivery timelines:** During Prime time 8:30 pm to 10:00 pm

**Time period:** 30 seconds for 3-4 months

**Coverage:** Tier-1 and Tier-2 cities

**Message/ tone:** Emotional - a women taking time off from her hectic schedule and spending quality time with entire family.

## **Newspaper for Kia Carnival**

**Objective:** To create an ad which will promote the product to the working class people who are in the habit of reading financial newspaper.

**Market:** Innova Crysta - over 40% of sales, Toyota Fortuner - 63.9% of total sales in its segment in February 2020

**TG:** High Income group between the age of 25-65

**Product positioning:** Premium and luxurious MPV with best in segment features like power sliding doors, dual sunroof etc

**Major selling idea:** Be the woman who moves her World

**Media:** Newspaper

**Anything included in the ad:** List of features

**Client's budget for your medium:** 6-7 lakhs for a day

**Delivery timelines:** Twice a week

**Time period:** 2 months

**Coverage:** Pan India

**Message/ tone:** Formal tone informing the TA about the features of the car

# Billboard Ad

**Client Name:** Kia India Private Limited

**Project:** “An ad to position Carnival as a Family Mover”

**Objective:** To convince at least 60% of the TA travelling daily on the roads, in period of 4 months after the start of the ad, that the brand car is spacious and full of features

**Market:** Innova Crysta holds a 52.91% of the segment

**Target Audience:** Working Women aged from 30 to 55

**Product Positioning:** Spacious, Feature-Loaded and easy to Drive Car

**Major Selling Idea:** Be the woman who moves her World

**Anything Included:** Adequate time and font for the consumer to read

**Client Budget for your Medium:** Approximately 2,25,000 per month for each Billboard

**Delivery Timelines:** 15 Days

**Time Period:** 6 Months

**Coverage:** Tier 1 Cities

**Message/Tone:** Kia Carnival- In spite of being long and spacious is easy to Drive with the features offered with a short video showing all the prime features of the car