At a Glance

To be sure limited-window opportunities like the Super Bowl deliver big for a major client like Kia, agency David & Goliath need reliable data to inform their creative strategies. Using NetBase they’ve been able to precisely focus efforts over the past two years, to drive maximum earned value from their Super Bowl campaigns—including nearly doubled social conversation, and many accolades.

Challenge #1: Creating a social sensation with a non-social influencer

All ad campaigns matter, but major “moment” campaigns like the Super Bowl are, of course, extra loaded. Agency David & Goliath were tasked with delivering big results for automotive brand Kia during the 2016 and 2017 Super Bowls, which meant overcoming some obstacles.

In 2016, to promote the launch of the all-new 2016 Kia Optima, D&G wanted to continue the tone of previous light-hearted and funny campaigns, while being sure to communicate the unique attributes and quality of the Optima so it would stand out against competitors. The equally unique quirkiness of Christopher Walken seemed a perfect fit for the Super Bowl spot except for one thing: Walken has no social accounts of his own.

Solution #1: Social analytics reveals problem-solving insights

Walken may not tweet himself, but social listening with NetBase showed there’s a lot of conversation about him, and plenty of demand. With their celebrity face attached, D&G focused the campaign around the concept of “pizzazz”—using the hashtag #AddPizzazz, and bringing unique sock brand Stance into the mix. Stance’s passionate social followers were exactly the influencers the Kia spot needed to counter Walken’s non-social presence.

But the agency went a step further, setting up and segmenting topics to capture the conversation that might be part of the day during Super Bowl 50, so they’d be ready to react in real-time.

When they identified users interested in Stance’s custom socks, they sent them some pizzazz of their own to wear. When NetBase alerts reported instances when their hashtag was confused with the words “Add Pizza” they responded by DM’ing those users to get their info, and sending a pizza from their local shop.

And they bantered back and forth with other brands willing to engage—further amplifying their Super Bowl presence, and shining more light on the Kia Optima, of course.

RESULTS:

- Double social conversation, two years in a row
- Highest ranking automotive brand on Facebook and Twitter, 2016
- YouTube AdBlitz Award, 2017
- USA Today Ad Meter top spot, 2017

For the past two years David & Goliath have used NetBase to align the many components that make a successful Super Bowl campaign for our largest client, Kia. From building our creative strategy, planning for the big game, and continuing the conversation throughout the following week, NetBase allows us to pull together a large volume of conversations and segment particular topics so we can find creative ways to interact with users as a means to drive earned value.”

—Shaun Jacobs, Digital Analytics Manager, David & Goliath

SOLUTION:

NetBase social analytics platform
Results #1: Insight-driven action brings accolades during a key period

David & Goliath’s efforts more than paid off. At the end of the campaign, Forbes listed Kia as the highest ranking automotive brand on Facebook and Twitter on eValue’s Ranking of the Top Ten Performing Super Bowl Advertisers on Facebook, Twitter and Instagram.*

But this success only meant they had to work extra hard to top themselves the following year.


Challenge #2: Making lightning strike in the same spot twice

For 2017’s Super Bowl campaign, the pressure was really on for D&G. On top of needing to follow a massively successful prior campaign, they were launching a brand new product for their client: the Kia Niro, a hybrid crossover built from the ground up.

Again, they wanted to stay true to Kia’s well-established smart/funny voice, while also touching on the issues that drive buyers to the hybrid market: a desire to reduce their carbon footprint. As always, they relied on NetBase to find social data to inform their creative direction.

Solution #2: Social listening reveals perfect partner and timeline for campaign success

Social listening presented the perfect featured celebrity for this new Kia vehicle—Melissa McCarthy. Being an intelligent, funny talent with a great social presence made her an easy choice for someone who’d fit the Kia style, who could also participate in the social conversation. She became the perfect choice when her relationship with the Sierra Club was revealed.

Again, smartly, D&G used NetBase to prepare for game day, as well as the lead-up period to the Super Bowl. Analyzing historical spikes of activity leading up to past Super Bowls let them nail down the perfect timing for releasing teaser spots of Kia’s new vehicle and celebrity ambassador.

Additionally D&G used a new technology by launching the 2017 spot via “Nirobot”—a chatbot that lives on the Kia Niro Facebook page. Users could ask the chatbot to see the new full ad, and Nirobot would comply.

They also created GIFs of pieces of the ad to respond to users, and comment on the game itself, in real-time. They used the NetBase Live Pulse Dashboard to stay aware of these opportunities throughout the game, and to segment conversations for the perfect GIF responses.

As a thank you for positive campaign engagement, David & Goliath and Kia partnered with World Wildlife Fund (WWF), giving back to Kia’s passionately eco-conscious fans by contributing to WWF’s efforts. They delighted users with adoption kits containing information about how the contributions helped provide for these endangered species.

Results #2: Connecting with fans and a cause captures lighting in a bottle

The campaign for Super Bowl 2017 nearly doubled social conversation yet again, and yielded two award wins.
Cumulative Results

- Double social conversation, two years in a row
- Highest ranking automotive brand on Facebook and Twitter, 2016
- YouTube AdBlitz Award, 2017
- USA Today Ad Meter top spot, 2017

The NetBase Solution

NetBase enables progressive brands and agencies to see their brand through the eyes of their consumers and take a data-driven approach to support their most important business initiatives. Recognized as a leader in enterprise social listening by Forrester, NetBase is proven to increase revenue, reduce cost, improve productivity, and manage risk. With the NetBase platform:

- Instantly surface global insights across the social web, spanning 199 languages from over 200M sources
- Understand every post in real-time, surfacing sentiment, emotions, behaviors, and much more with NetBase Patented Language Processing
- Make instant and accurate decisions by integrating social media data with business KPIs in real-time NetBase LIVE Pulse dashboards
- Manage risk by being the first to know and quick to respond with the most comprehensive Alert Suite
- Receive best in class on boarding, support, and consulting services across your entire organization

NETBASE BENEFITS:

- Leader in Social Analytics - according to Forrester
- 99.5% customer satisfaction rate
- 9X faster than competitors
- 70% more accurate than competitors
- Fastest growing social analytics company

NETBASE CLIENTS INCLUDE:

- Target
- Coca-Cola
- Visa
- Credit Suisse
- Agility
- Taco

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