

KIA motors case study

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Abstracts

Solved Case Study: Today's consumers have higher expectations than ever before. Dramatic improvements in media, communication and transport have made the world's economy more connected. Products developed in one country have become increasingly attractive in other parts of the world. However, entering markets in other parts of the world is not an easy task. Entrants face many different challenges as they try to develop their brand profile. This is especially evident in mature markets like the UK car market. This market has a number of long established brands. The awareness and brand loyalty that exists for established brands form a barrier to entry for new organizations. This case study illustrates how Kia, a South Korean motor company, has used sports marketing to develop its brand identity in the European motor market.

Contents

Case introduction:

1 - Evaluate how successfully or otherwise Kia has implemented elements of the marketing mix to gain a foothold in the UK market.

Product

Price

Place

Promotion

2 - Sponsorship is a key component of Kia's communications mix. Justify why they felt that this was such an important element in their early communications campaign.

3 - What further communications tactics and strategies might be considered to increase product and brand awareness for Kia?

4 - What further communications mix approaches could have been used, apart from 'AIDA' in developing Kia's promotional mix? Justify your answer

Conclusion:

Reference

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