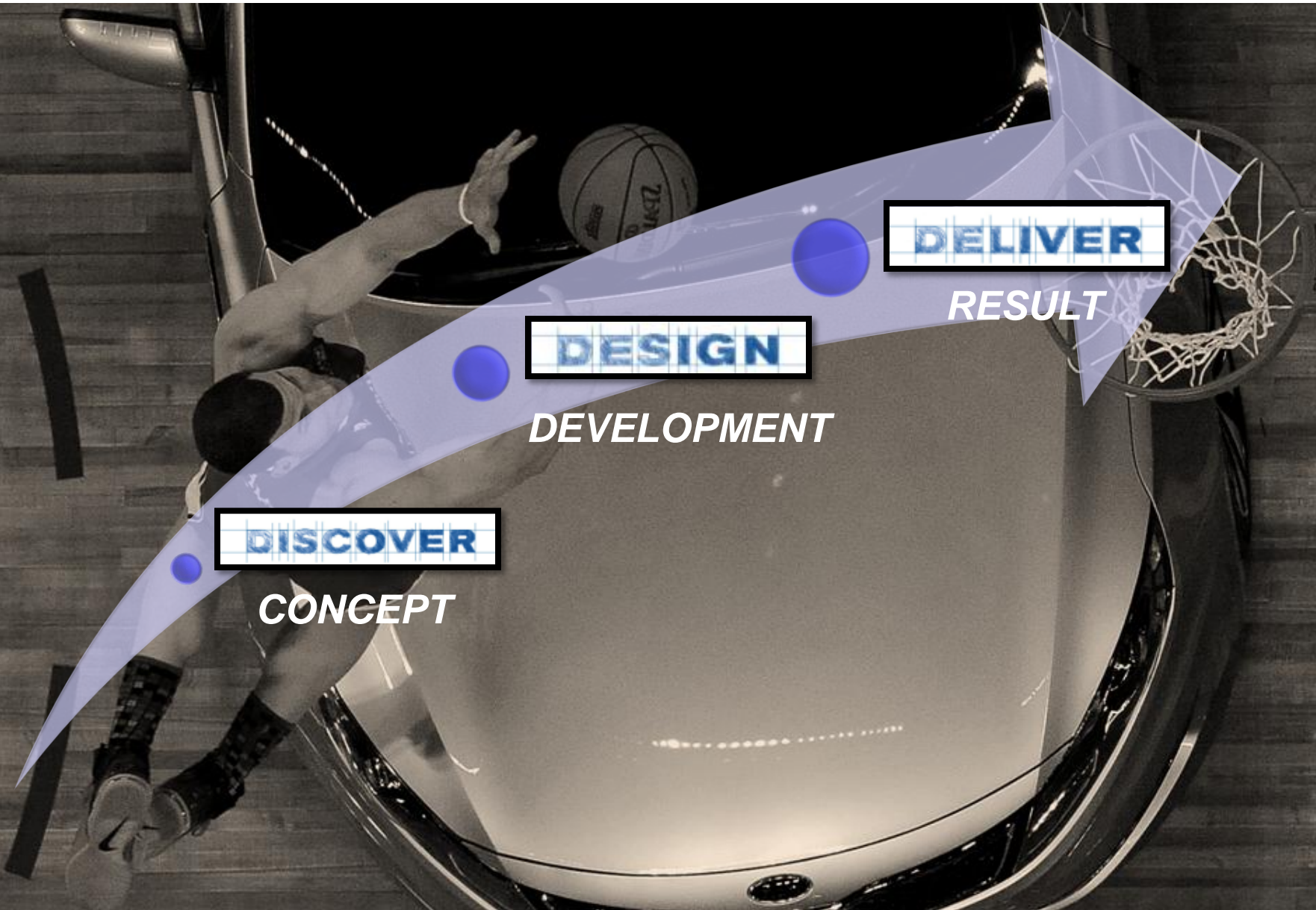




Kia Motors & Blake Griffin

NSF Presentation January 2012

Evolution of Kia's Relationship with Blake Griffin



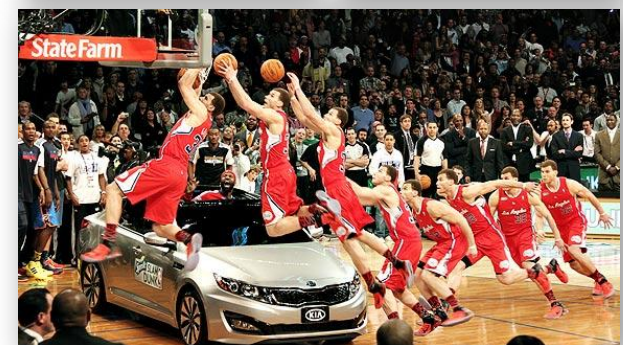
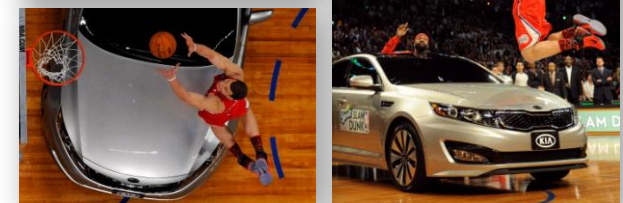
Launching the Dunk Concept



Partner Objective: Enhance Kia's brand image, communicate with target consumers, provide opportunity for vehicle exposure, and increase market share by generating mass brand awareness

DISCOVER

- » The Idea
 - » Develop a defining moment with an engaged audience...
- » The Proposal
 - » The Prop...
- » The Audit
 - » Unique opportunity for Kia...
- » The Alignment
 - » Taking Kia's identity as a fun, exciting and enabling brand and building an association with a diverse, charismatic and forward-thinking player and organization...



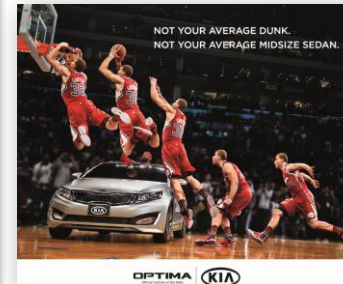
Kia Motors, Blake Griffin & the NBA Slam Dunk Contest



Partner Objective: Enhance Kia's brand image, communicate with target consumers, provide opportunity for vehicle exposure, and increase market share by generating mass brand awareness

DESIGN

- » The dunk that won the NBA's 2011 Sprite Slam Dunk Contest took only a few seconds to complete, but the process that united Blake Griffin with Kia, the league's official vehicle, was weeks in the making:
 - Negotiations with Excel Sports Management to solidify a partnership with Blake Griffin and Kia Motors.
 - Negotiations with the NBA to get a prop into a exclusively sponsored event.
 - Integration within the Competition while ensuring the other sponsors were amenable to the arrangement (Sprite, State Farm etc.).
 - Branding within the contest including Vehicle Branding, In-Arena Announcements and Broadcast Announcements.
 - Credibility by noting the car is the 'Official Vehicle of the NBA'.





“The greatest commercial integration of all-time!”

DELIVER

Bill Simmons

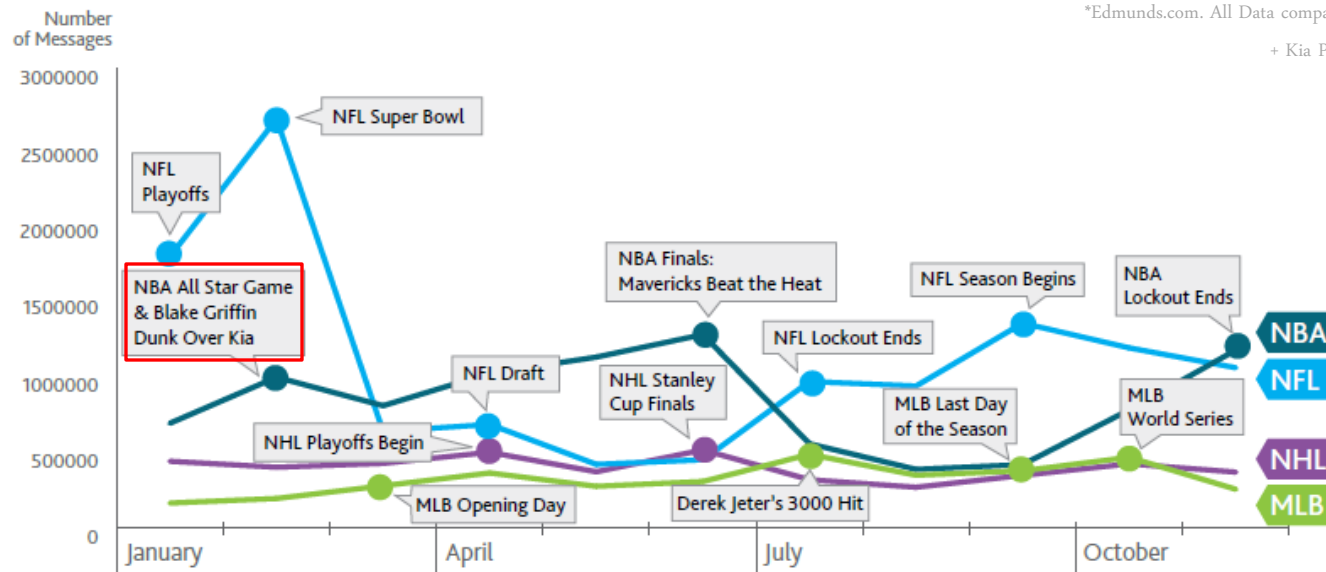
Sports Writer - ESPN



DELIVER

- » The Sunday following the Dunk Contest, buyers were 20% more likely to consider a Kia brand car, and twice as likely to consider buying an Optima.*
- » Kia announced that it had its best quarter in company history, as well as all-time record sales for the month of March.+
- » Nielsen's Year in Sports summary showed that Blake's dunk over a Kia was one of the highest moments in social media buzz volume for any 2011 sports event.>

2011 Sports In Review: By Buzz



*Edmunds.com. All Data compared to an average Sunday.

+ Kia Press Release, April 1, 2011

>Nielsen.com

Source: NM Incite

Buzz Volume

Buzz volume represents individual posts online that mention selected keywords/names on Blogs, Message Boards/Groups, public posts on Twitter and Facebook, Video and images sites and news websites.

THANK YOU

