

Accelerating The Good:

How Kia Motors Amplifies Purpose & Drives Impact



Road to Purpose



Kia's

Unstoppable

Spirit





KIA BYPASSES CELEBS FOR ITS SUPER BOWL AD, WILL TOUT A SCHOLARSHIP PROGRAM

Ad will plug 'The Great Unknowns Scholarship'

ADWEEK

THE BIG GAME

Kia Will Fund a Scholarship Instead of Paying for a Celebrity in Its Super Bowl Ad

The brand is using its spot to launch The Great Unknowns Scholarship

REEL 360

SUPER BOWL

Kia releases a Super Bowl teaser th stars...

By Reed G... Jan 21, 2019

2019 KIA

NEW THIS MORNING SUPER BOWL COMMERCIALS

GMA

campaign^{US}

Kia changes game with 'Great Unknowns' this Super Bowl



by Oliver McAteer

January 21, 2019



MARKETING DIVE



Tomi @3Boys_OldLady @3Boys_OldLady

This @Kia driving #CollegeMom has been waiting for this Kia #GreatUnknowns Scholarship campaign to launch. Just sent link to my college kid

The Drum

Kia teases anti-celebrity Super Bowl campaign

ADPULP

Celebs Don't Drive Kia, The Great Unknowns Do

Engage for Good @EngageForGood

@Kia_Motors Teases With Launch Of "The Scholarship" And Airs NFC Championship C

#SocialImpact engag motors-tea ...

SAN FRANCISCO

KIA TEASES ITS SUPER BOWL AD WITH THE GREAT UNKNOWN'S



The Great Unknowns - What If? | Kia

Forbes

720
DONALD R. CLEVELAND
ATTORNEY
AT
LAW



Accelerating

the

Good





WEST

64

412

5

←



WEST

64

412

51

Movement

from

within



Regional Medical Center









Three Keys

to

Amplifying Purpose

and

Driving Impact

1/ **Crystallize your brand's core truth**

2 / **Create a movement that inspires all stakeholders to play a role in social impact and serving needs of communities**

3 / **Get ready for positive impact**

Accelerating **the** Opportunity **for All**

Thank You

KIA

David  Goliath