

Case study: The Bachelor Australia and Hyundai

In 2017, Hyundai Motor Company Australia partnered with Network Ten's The Bachelor Australia to showcase multiple car models in their range, including the launch of the brand new Hyundai Kona. This multifaceted campaign spanned broadcast and digital and culminated with a hugely successful consumer promotion.

The Bachelor Australia is one of the most highly anticipated and talked about shows on television – regularly number one in its timeslot. The Bachelor Australia enjoys a uniquely engaged audience who love to consume, discuss and share everything they can about the show. In 2017 Hyundai harnessed the power of this engaged audience to showcase multiple models in its SUV range: the Tucson, the Santa Fe and the brand-new Kona.

HOW IT WORKED

In shows across the series the Hyundai Tucson and Santa Fe were the official cars of our bachelor and bachelorettes.

“Partnering with Network Ten and The Bachelor Australia is a great way for Hyundai to showcase our SUV range in a program that captures the attention of so many Australians. 2017 was a great success and we look forward to an even bigger 2018.”

Andrew Knox
General Manager,
Marketing Communications
Hyundai Motor Company Australia

Integrated billboards utilised in show moments to create key brand messages, using the bachelorettes and episodic vision to cut through with an audience always hungry for more content.

A digital sponsorship of Tenplay ensured that Hyundai messages reached the youthful Tenplay audience across every screen where The Bachelor Australia was consumed.

CONSUMER PROMOTION

At inception, the launch of the new Hyundai Kona was a key driver of the partnership. When the Kona itself was not available (as it had not yet been launched) at the time of filming, the centrepiece of Hyundai's campaign within The Bachelor Australia morphed to become an extensive consumer promotion. Housed on Tenplay, the consumer promotion made creative use of the bachelor's appeal by giving away a Kona delivered by The Bachelor, Matty J, himself.

A bespoke competition spot ran throughout the season during The Bachelor Australia, online at Tenplay and was extended out via an IP licence across Mamamia and social.

SOCIAL MEDIA EXTENSION

To further reinforce the connection between The Bachelor Australia and Hyundai, Hyundai took out a social IP licence, which allowed the brand to join in the conversation with our audience across their owned channels.

RESULTS

By leveraging a sponsorship of The Bachelor Australia, Hyundai was able to reach 6.64 million Australians across the eight-week series.

The campaign increased awareness for multiple Hyundai models but, most particularly, the new Hyundai Kona with the consumer promotion generating 109,163 entries. The competition also provided Hyundai with the chance to capture a database of 43,219 consumers to retarget with Kona-specific messaging and offers.

Overall the sponsorship was a success with Hyundai choosing to partner with The Bachelor Australia again in 2018.

