



Background

Hyundai is one of the largest department store chains in South Korea. It planned to open a new store in Pangyo, Bundang-gu. To help increase awareness of the new Pangyo opening, the team at Hyundai decided to create a promotional activity on Facebook.

Goals

- Increase awareness of the new Hyundai department store in Pangyo
- Promote their in-store service and shops
- Boost online customer engagement

2.6M

People reached

12,900

Facebook shares

The Campaign

Using Branded Mini-Games, Hyundai launched a “Memory Quiz” game on their Facebook page. Players watched a short introduction about the new store and then had to select the right answer for each question. The questions were updated every week. After the game players could visit the Pangyo store website and share the game, for a chance to win in-store vouchers.

- Campaign duration: 3 weeks
- Channel: Facebook Game App
- Mini-Game: Memory Quiz
- Rewards: Coffee and ice cream vouchers

The Results

The Hyundai mini-game achieved over 12,900 shares on Facebook with 2,600,000 people reached. It also achieved:

- 77% of users completed the game, while learning about the new Hyundai store
- 11% of users clicked through to learn more

