

Kia leads the way with Q-marketing

 By [Henrie Geyser](#)

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Kia is reputed to be the first carmaker in South Africa to use Qkey, a unique Enhanced Mobile Communications platform that is designed to offer consumers full interaction via mobile phone.



Qkey provides customers access to the latest news on Kia Motors and enables them to book a vehicle in for service, find information on new vehicles and to book test drives

By displaying the Q-device on all of KIA's advertising and sponsorship communications it allows consumers to instantly engage with the brand by dialing 0873 10 10 10 number and then entering 542 when prompted for the Q-number.

Kia's Q-site, Q-542, is a delivery mechanism that allows access to every single individual in the country who has a mobile phone, be it through a traditional voice call or via a mobile internet connection from a smart phone.

Applications can also be down-loaded for Java enabled handsets and iPhones.

Aiming to be open and accessible

"As we navigate our way through the fast evolving mobile advertising revolution we believe we are providing the most "open and accessible" mobile system available," says Errol Levin, business development manager, at Kia Motors South Africa.

"What's great is that anyone with a phone can gain access to our Q-site, no matter how simple or technically advanced their phone is. Consumers can experience the Q-site in a visual format as well if they have a mobile internet enabled handset. "

Kia joins brands such as SABC, ABSA, Nedbank, TNT Express and Seeff Properties along with many others on the Q-platform.

"We will be using Qkey as a tool to increase qualified leads and sales. With Qkey we can interact with consumers who are genuinely interested in the brand and want to interact with the brand as opposed to the other way around. So whether it's to book a test drive or a service or even take part in the Kia Soul Campaign giving South Africans a chance to 'show us their Soccer Soul, consumers now have one single access point to Kia Motors without having to go into a dealership." adds Levin.

Just call Q

When consumers see Kia's Q-number (Q-542), which will be tagged on cars, adverts and on any marketing collateral, all they need to do is dial in using the Q-call number 0873 10 10 10 in order to engage with the brand.

Consumers are encouraged to save this number under the letter Q on their mobile handset as this is the same Q-call number that will allow them access to all other Q-numbers and brands with which they may wish to engage. Saving it makes ongoing interactions even easier. The Q-system will then ask for a Q-number, in this case- 542 (K.I.A), which consumers will punch in on their mobile handset for an instant connection to the Kia brand.

Should the caller then want a visual experience of the Kia's Q-site they can press the # key at any time. They end the call and receive an SMS with a link to the Kia Q-site - a different type of mobi site. All calls and data links are charged at normal standard rates.

"We believe that Qkey will lead us into the future of client communications," concludes Levin.

ABOUT HENRIE GEYSER

Henrie Geyser joined the online publishing industry through iafrica.com where he worked for five years as news editor and editor. He now freelances for a variety of print and online publications, on the subjects of cars, food, and travel, among others; and is a member of the South African Guild of Motoring Journalists. henrieg@iafrica.com

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