



**Campaign Title:** *Cautionary Tales*, Hyundai

**Award Designation and Category:** BRONZE: Automotive, SILVER: Multicultural

**Year the campaign took place:** May, 2023



**Brand:** Hyundai

**Affiliated Companies:** Hyundai, Lopez Negrete Communications, BOO!, Focus Latino

**Summary of the marketing challenge, methodology, insight discovered, creative execution and business impact.**

In the face of a rapidly expanding Electric Vehicle (EV) market, our mission was to distinguish Hyundai's new IONIQ 6 EV as the premier choice among Hispanic consumers. Through qualitative and quantitative research, we discovered that while Hispanics are increasingly adopting EVs, they are lagging, and many remain hesitant, driven mostly by outdated fears about the vehicles. Understanding the unique cultural nuances, our challenge centered on debunking these myths.

Our strategy delved deep into the Hispanic tradition of oral storytelling, identifying and confronting the "old wives' tales" surrounding EVs that hinder adoption. The "Cautionary Tales" campaign was born out of the need to shift perceptions from skepticism to enthusiasm, portraying Hyundai's EVs as not only the future of transportation but as accessible, reliable companions for the Hispanic community's journey into electrification.

Following the launch of the "Cautionary Tales" campaign in May 2023, the Hyundai IONIQ 6 went on to be the top sales model in the Mainstream EV Car category in which it competes. The 30-second TV spot was measured by Ace Metrics and received an outstanding score, debuting with a composite 688 Ace Score (32 points above the norm of 652).



### **Consumer Insight**

What you think about the limitations of Battery Electric Vehicles is as outdated as holding superstitious beliefs.

### **Marketing Challenge**

Our challenge was to make the new IONIQ 6 EV stand out in a quickly growing field of EV choices. The IONIQ 6 is one of almost forty new EVs launched in 2023 and we needed to establish Hyundai's 2023 IONIQ 6 as the EV leader and become their best choice.

Hispanics have consistently demonstrated an ability to adapt and keep moving forward while possessing an unwavering confidence in navigating the unknown. They understand where the world is going and don't let hesitation or uncertainty keep them from moving forward. However, even though more Hispanics are embracing Electric Vehicles, significant hesitancy remains, primarily fueled by misunderstandings and outdated fears.

At the end of the day, Hispanics are intrigued by EVs but are intimidated by the perceived lifestyle alteration. With a decision as major as purchasing a car, they want to be assured that the decision they make is correct and they won't get stuck with a vehicle that is not a good lifestyle match. We needed to debunk these perceptions and intimidations and did so by personalizing the benefits to them, in turn showing that electrification is a perfect match for their lifestyle as well as for their entire family.

### **Methodology**

Hyundai wanted to get a deeper understanding of their key target – the Sustainable Socials. How they live, how they view the world right now, how they react to the brand ideas, and other plans that the company has. The research began with the help of Facebook Community Groups: 53 recruits were placed in four separate private groups (divided by life stage and language with 10 Spanish speakers) where they answered and discussed seven questions over seven days. Twenty-four ethnographies were also conducted with 18 gen. pop. and six Spanish-speaking participants. Finally, a 1,200-person study (1,000 gen. pop. and 200 Spanish-speakers) was fielded to expose key qualitative findings, insights and ideas to confirm their broad appeal. Finally, a mobile based, quant survey and video open end hybrid study was conducted among 100 Hispanic EV intenders that dug more deeply into consumer beliefs, motivations and barriers specific to EV ownership.



We discovered that Hispanic car buyers were very interested in EVs and that of all the features of EVs, they were most driven by the technology and the idea of driving a vehicle with the latest technology. However, we also became aware of a very broad based major barrier that was so pervasive, we knew we would need to tackle head on. Hispanic culture is deeply rooted in the oral tradition and, therefore, is riddled with spurious or superstitious tales (commonly referred to as “old wives’ tales”) and once these beliefs or perceptions enter that realm of thought, it’s difficult to root them out. We discovered that electric vehicles were becoming subject to these misconceptions, specifically their range, charging time, maintenance, and reliability. This was in juxtaposition to the fact that EVs

We knew that we had to address these tales head-on and pull our Sustainable Socials towards the vehicle they were a perfect match with. To address these barriers that were frankly leaning towards illogical, it was important for us to connect with them emotionally and personally by demonstrating an understanding of their lifestyle and needs.

Our communications strategy was to transition Hispanics from hesitation to excitement by showing that electric vehicles are the future and Hyundai will be there when you are ready to join the EV revolution with innovative and exciting IONIQ vehicles. It was pivotal to show how Hyundai makes EVs accessible by providing assurance every step of the way so that you can embrace the excitement of electrification without trepidation. This all led to the creative development of the “Cautionary Tales” campaign.

### **Creative Execution**

To help Hispanics realize that some preconceptions and misconceptions about electric vehicles were baseless, we drew on the very relatable topic of cautionary tales. Since we were kids, we all have heard plenty of stories about the things that could happen to us if we did certain things or behaved in a certain way; many of them were made up or completely unfounded, things that have been passed down through generations without question. With age, we learn how to see through those stories and realize that truth only comes from facts.

By providing indisputable facts about electric vehicles in the face of perceptions that were becoming lore, the “Cautionary Tales” campaign was intended to transform customers’ fears and doubts into excitement, showing them that taking the leap and going electric would be a ride to enjoy.

The campaign ran as a cultural-first initiative developed in English and Spanish focused on tackling cultural barriers by debunking myths in a personable and relatable way for our Hispanic creative target, the Sustainable Socials. Hyundai transforms fears and doubts into excitement, relieving unfounded assumptions



about EV performance, range, accessibility, and maintenance by making going electric a ride to enjoy.

It had original assets developed for broadcast, radio (terrestrial and digital), and a social influencer extension. The project was an incredible example of how leading with culture, being consumer-first, and matching your brand naturally into consumers' lives creates work that is not only effective but game-changing no matter the barriers.

### **Accompanying Campaign Activities**

The Cautionary Tales campaign was an original Hispanic creative campaign to support the launch of the IONIQ 6 in January 2023. It ran during the same time that a separate general Market campaign ran in English language media.

### **Business Results/Lessons Learned**

"Cautionary Tales" really resonated with Hispanic audiences. The 30-second TV spot was measured by Ace Metrics and received outstanding results that were well above - and statistically significantly - above industry norms. Other components which make up the Ace Score all exceeded their respective norms. Attention, Likeability, Watchability, Information, Change, Desire, and Relevance.

Following the launch of the "Cautionary Tales" campaign in May 2023, the Hyundai IONIQ 6 went on to be the top sales model for Hispanic buyers in the Mainstream EV Car category in which it competes. By Q3 2023 the IONIQ 6 reached a sales volume of twice the next two competitors combined. IONIQ 6 has retained its leadership position throughout the later half of 2023 and Q1 2024. In April 2024 IONIQ 6 saw single month record sales, continuing the momentum and demonstrating the on-going success of the campaign and Hispanics' new belief in EVs.

The "Cautionary Tales" campaign emphasizes the importance of addressing cultural myths and misconceptions directly, showcasing that a deep understanding of specific demographic concerns can lead to breakthroughs in consumer adoption rates. The campaign's success in debunking EV myths among Hispanic communities through the lens of cultural storytelling demonstrates a way to engage with other multicultural groups, advancing the industry's approach to inclusivity and diversity in marketing strategies.

In essence, the campaign is a testament to the power of cultural insight in driving product adoption. It paves the way for future campaigns to approach multicultural demographics with the same level of empathy, innovation, and strategic depth,



highlighting the indispensable value of integrating cultural insights into the fabric of marketing strategies to resonate with America's diverse tapestry.

**Sources**

Overall sales trend data is from S&P Global Mobility – Car Registrations.  
Ad effectiveness data is from Ace Metrics.