

Media News
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KIA cleans up in town with CURB

UK's biggest clean advertising campaign kicks off in partnership with innovative media agency CURB.



Thursday 29th January: CURB, the creative agency that uses nature to turn heads, have devised and delivered a truly new and original promotion. CURB is pioneering the creation of 'eco-adverts' across the UK. This campaign, which kicks off in London this week, is the UK's biggest ever 'clean advertising' campaign. The campaign that has been commissioned by international car company KIA is a key part of communication agency Publicasity's larger campaign to launch the new Soul range of cars.

The activity involves KIA messages and creative designs being spray-cleaned into over 750 dirty pavement sites across the UK's five major cities (London, Manchester, Leeds, Bristol and Birmingham). Each of the adverts is spray cleaned using only naturally collected rain water. The adverts stand out in contrast to the surrounding dirty pavement and last for between two to three weeks before fading.

Each advert is positioned in high foot fall areas around the bill board adverts that form part of the campaign. Other sites are being placed at major transport and shopping areas. Each advert directs viewers to visit a micro site (shapeyoursoul.com) where they can find out more about the Soul range. The activity is aimed at the 18-35 demographic and reflects the fresh and young nature of the new vehicle range. The campaign aims to deliver a minimum of 25000 new visitors to the microsite.

Anthony Ganjou of CURB said:

"The majority of the public have never seen clean advertising before so it really turns their heads. It's an innovative way of getting a message out and the general dwell time around the ad is significantly more than traditional forms of advertising. People who see the ads are initially surprised and intrigued by how they got there. They want to know more about the advert. This is why we expect to achieve such high traffic to the microsite.

"Smart brands are starting to recognize the power of clean advertising and they like the fact that it has a low impact to the environment. We have run many campaigns during the last 12 months, but this is, by far, the biggest campaign to ever run in the UK."

Notes for editors

- Visit CURBs website at www.curbmedia.com
- CURB is working in partnership with marketing agency Publicasity in the promotion of this campaign www.publicasity.co.uk
- The activity supports a larger campaign that includes the use of graffiti on bill board sites in each target city and the use of microsite. www.shapeyoursoul.com