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The Exquisite Detail of Hyundai's Video Portal
May 14, 2007

Creative Showcase: See how Hyundai's clickable video-based micro-site enables deeper exploration of the new Veracruz and provides a more compelling research experience for users.

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Creative Notes ▾

Firefox and Opera compatible

Campaign Details ▾

Client: Hyundai

Creative Agency: Carat Fusion

Media Agency: Jumpstart Automotive Media, HowStuffWorks/Consumer Guide Automotive

Technology Vendor: Vimation

Campaign Insight ▾

The challenge here was to help unveil the brand new Hyundai Veracruz online by leveraging its announcement at the North American International Auto Show in Detroit (NAIAS). Hyundai and partner Carat Fusion did this by launching a first-of-its-kind video portal.

Jumpstart Automotive Media, in conjunction with partner How Stuff Works/Consumer Guide Automotive, provided a film crew on the floor of the Detroit auto show to shoot the original video contained in the player. Vimation was then enlisted to create and host the Veracruz interactive player utilizing the company's VIM clickable video technology.

The resulting Veracruz interactive video player provides a compelling and innovative way for Hyundai customers and prospects to research the Veracruz. It incorporates one main and seven sub clickable videos for the viewer to research features and benefits of the all-new 2007 Veracruz SUV. While watching the main video that highlights general features, the viewer can select a topic of interest and, when prompted, click on the video to explore additional sub videos highlighting Veracruz's key features, which were filmed separately with a tighter focus.

Not only is this a very innovative product, but the reporting available is expansive and valuable to the client. More than 40 metrics will be measured on a real-time basis, including repeat visitors, which videos are being viewed the most, how long each video is viewed, how often an interactive element is clicked and the location where each viewer is watching.

-- **Chad Beasley, VP of sales and creative development, [Jumpstart Automotive Media](#)**

Editor's Note ▾

Creative Showcase is meant to be a teaching tool and an inspiration for our readers. We comment only on creative that we really love. Our panelists discuss what makes it great, but if they feel there were missed opportunities that would have made it better, we invite them to mention those. And finally, we seek out a wide range of opinions that reflect the marketplace for the panel, in order to provide constructive, useable feedback for agencies, clients and others involved in these creative pieces.

The Panel ▾

This Hyundai micro-site does not have an advergame, viral component, user-generated content or even a way to send the site to a friend. This site is straightforward and demonstrates all of the benefits of the design, performance and safety of the Hyundai Veracruz. It does this through an elegant and professional display of video of the car itself in every detail.

If the target audience is luxury car aficionados who love to dig deep into the detail elements of the product, this micro-site accomplishes the goal. I just recently bought a car (full disclosure: it was a sporty new Prius), and wanted to understand all the features and benefits, but I also liked the online experience of feeling what it'd be like to drive the car and seeing a user-directed, 360 degree view of every angle of the car.

In a time where car manufacturers are going over the top with overly dynamic flash sites, this micro-site cuts to the chase and informs the buyer on what he needs to get him into a dealer for a test drive.

-- **Ryan Buchanan, CEO, [eROI](#)**

In a YouTube world, presenting a car's features in video makes a lot of sense. Video is the easiest media to digest. And let's face it, when you're selling something, you want the potential buyer as relaxed and comfortable as possible.

It's interesting to see the entire site devoted to video. While the site is clearly a sell for the 2007 Hyundai Veracruz, the URL is from a third party -- Jumpstart Automotive -- as something of a report from the Detroit auto show. This may add some objectivity, for anyone who notices the URL, although ideally they should push this more in one of two directions: make it more of a report from the auto show, or integrate this type of footage into a more complete sell from Hyundai.

For user experience, I think the navigation could be stronger. Getting a better scope of the video content up front would provide some needed context. And while video is powerful, I'm left wanting more information. Again, a reason to have this type of content integrated into a more complete site for the car, or at least provide links off the site to get that info.

As a trend, video brochures are a... oh what's the term... a slam dunk! There's clearly a lot of potential for how this information could be presented, who it's presented by and, probably before long, a complete user-generated video car brochure contest.

-- **Doug Schumacher, president, [Basement, Inc.](#)**

Footnote: Submissions are judged by a panel of industry experts from and based on the following criteria: how the creative captures the specific customer; how it meets the brand's business needs; impact of execution; and creativity. If you would like your creative considered for Creative Showcase, send an email to creative@imediaconnection.com.