

## **Friendly Kia Highlights Intrepid People-Centered Big Game Ad from Kia**

*Staff at Tampa Bay Kia Dealership Preview High-Profile Kia Advertisement and Human-Focused Corporate Direction*

NEW PORT RICHEY, Fla. ([PRWEB](#)) January 30, 2020 -- The Big Game for the NFL is an opportunity to not only crown the best team in the league but also to showcase high-profile artists and advertisements with the numerous breaks between football snaps. Some advertisements which have debuted during the Big Game have gone on to become iconic – the Geico cavemen ad even resulted in a critically-panned and quickly-canceled TV show.

It goes without saying that the stakes for brands spending the big bucks on these ad spots are high. While most brands will attempt to be memorable and “go viral” through the use of recognizable actors, big-budget special effects or experimental tactics like serialized content, the marketing team at Kia has signaled a different approach to the spot.

Last year, Kia’s Big Game ad featured the brand-new 2020 Kia Telluride SUV. The star of the show, however, were the people who manufacture the vehicle in West Point, Georgia and their families. Dubbed the “Great Unknowns,” Kia announced that the brand would continue to celebrate these unsung heroes around us with a scholarship program that debuted alongside the Kia Telluride during the ad.

This year, Kia looks poised to deliver the same kind of magnanimous and human-centered content during their costly spot.

The staff at Friendly Kia – a new and used Kia sales and service center in New Port Richey – are previewing this advertisement and showcasing the incredible work Kia is doing to make the world a kinder place through more than just award-winning vehicles.

Publishing [a preview page to the dealership’s website](#), Friendly Kia team members have announced that Kia’s Big Game ad will be centered on tackling the problem of youth homelessness in America. The marketing team at Kia plans to share its goal of helping to eradicate youth homelessness with the expected viewership of over four million.

To help achieve these ends, Kia will be donating \$1,000 for every yard gained by the two teams competing in the NFL championship game.

Beyond simply a platform to announce a new benevolence campaign, Kia is also expected to showcase the brand-new Kia Seltos during this ad, giving America it’s first big look at the upcoming subcompact SUV.

The staff at Friendly Kia are delighted to partner with a brand that has priorities beyond simply lining pockets of its shareholders. Last year, Friendly Kia staff were featured in Tampa, Florida-area news outlets [for their own community benevolence](#).

Those seeking more information on Friendly Kia and Kia vehicles are encouraged to contact the Friendly Kia sales team by calling 877-544-6706. Friendly Kia is located at 5819 U.S. Highway 19 in New Port Richey.



**Contact Information**

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).