

KIA TAKES OVER TIMES SQUARE



On May 18, 2021, Kia took over Times Square to launch their new, all-electric KiaEV6.

The event was met with an incredible applause, both from the IRL to the URL.



OUTER CITY/PRIM



LAST REMAINING FLAGSHIP RETAIL SPACE
GROUND: 8,641 SF
SECOND: 5,793 SF
74 FEET OF FRONTAGE
43 FEET OF HEIGHT-STOREFRONT AND SIGNAGE
DIVISIBLE





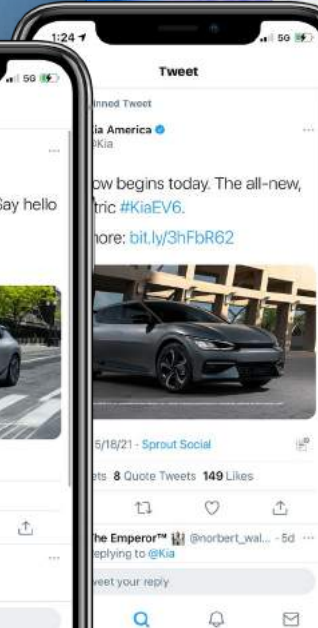
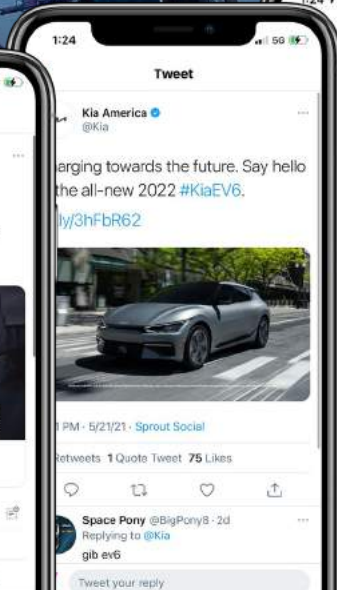
IRL TO URL

2.9M+

potential people reached
on Twitter

60.2K+

additional people
the campaign spread to on
Twitter



SOURCE: TWITTER, NUVI, 2021 for May 18 – May 19, 2021.