THE IDEA

Kia UAE already offers bookable test drives. Boot capacity and seat counts still leave a very personal buying question unanswered.

Bring the stroller. Bring the bags. Try the actual car.

I'd turn Kia's test-drive appointment into a real-life loading trial. Let families bring their own everyday kit.

Here's the idea!

THE BUYING QUESTION

Seven seats. And where does the stroller go?

A family needs to know what fits with the seats it actually needs in use.

Its own stroller. Its own bags. The things that travel together.

Check the exact model and seating configuration being considered. A boot-capacity figure cannot do that job for them.

THE CAMPAIGN

Let the loading attempt be the ad.

Lay out one family's actual belongings. Show the loading attempt in one uninterrupted sequence.

Keep the result, including when something does not fit.

End with a bookable invitation: bring yours and check for yourself.

THE VALUE

Answer the buying question before they buy.

Families get a practical answer before ownership. Kia gets appointments grounded in real needs.

The showroom visit becomes more useful because the customer can bring the question with them.

Bring Your Actual Life.

that's the point.