

Hyundai start up drives business

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702 and Hyundai partnered with Awethu business incubators to create a campaign that genuinely supported and strengthened the efforts of passionate start-ups around Gauteng, whilst strengthening the brand awareness of Hyundai's range of commercial vehicles.



The synergistic partnership between 702 and Hyundai was born out of the insight that 702 has a high incidence of self-employed individuals and the finding that 67% of 702 listeners aspire to own a business of their own one day.

The Hyundai Start up called on business owners to enter and Awethu selected 10 finalists who got the opportunity to tell their business story on air, and to tell us which Hyundai light commercial vehicle could drive their business forward. The campaign culminated in a pitch session and a winner was chosen, to not only drive home the Hyundai of their choice but also money for their business and mentorship from Awethu. For Hyundai, the response was incredible with over 400 entries, significant engagement on social media and high brand awareness for Hyundai throughout the campaign.

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