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Hyundai's Incentive for Ad Viewing: Free Music



Hyundai is encouraging people to watch its commercials online by giving away music, reports [AdWeek](#). The carmaker is running banner ads that, when clicked, run a 20-second spot. While that spot is running, a song by the band The Ataris downloads to the user's computer - or cellphone, as a ringtone. The music downloads are being served by Music Interactive.



Free music is the bait for luring the 18-49-year-old demographic. The ads are running on music and entertainment sites popular with that age group.

A separate campaign by Hyundai is running through Carat Fusion with banners that prompt people to fill out contact information that can be used as sales leads.