

Kia Motors

Words can be found across, up and down, and diagonally.

M A R K E T I N G S T R A T E G Y A B R F F E
 O D I G M R C I K - U K L S S R I R U T W O D
 A H H - T F B A R R I E R T O E N T R Y S G T
 B P Y D X K B R Y F M G A F L E I X Y N N E E
 P I R N M - K P A S P O N S O R S H I P T S E
 U U D O O H S P S N M H N E A E X A T - X N R
 B K Y A M U W M C U D G X Y U A P O F O O P I
 L N M X W O L O M E I P C W B N O E F I M C S
 I M I F A P T E U A E O R X P L X I T L N X B
 C E L L C R I I P C R X G O N P - A - W H F R
 R H C F B - G M O N G K K D F P C O D B R N Y
 E U K S F K A E L N W L E W T I I W S R E - W
 L A G R W C L L A - X F - T N K L Y D X M Y C
 A F X P U E F H M E - E O U I W R E R K W Y G
 T C F A Y O N K K Y L T M O P N L F W K A W W
 I D D M U - P A E E S M I P K O G E Y K E S U
 O O I G Y T N A R U O R M I F L D M H B A L G
 N O I - G Y X W G C M P P H F P Y W I D X P U
 S H R I H A T G O F M G K X - D R G I X U L M
 E B E L O W - T H E - L I N E T T A O T W A O

AIDA

Brand profile

Marketing mix

Public relations

Barrier to entry

Campaigns

Marketing strategy

Sponsorship

Below-the-line

Communication

Promotion

USP