

## Challenge

In today's scroll-happy world, capturing and keeping attention is harder than ever. People expect instant entertainment, not long product videos. The challenge was to highlight the Kia K4's many features without losing the audience halfway through, creating something that could stand out and keep viewers watching till the end.

## Insight

Few places have as many nationalities living, working, and laughing together as the Middle East. From Arabic to English, and every accent in between, the region's mix of voices has become a hallmark of its humor. By playfully blending these accents, Kia could create something that felt instantly familiar, inclusive, and true to daily life in the Middle East.

## Idea

We brought together two of the region's most loved comedy creators, **Shawn Chidiac**, famous for his clever sketches on Arab and Western cultural quirks, and **Maha Jaafar**, known for her humor with heart and her advocacy for unity. Together, they starred in a four-part short-form series where Shawn plays the charming, overconfident salesman obsessed with the Kia K4, and Maha plays the witty, curious customer looking for her perfect match. As they bounce between playful accents, lighthearted teasing, and quick comebacks, the humor naturally unfolds around the car's key features, turning each episode into a fun, relatable glimpse of real life in the region.

## Results

The series quickly gained traction on TikTok, generating

70K  
5K  
18.5M  
1K

Viewers not only discovered the Kia K4's standout features but genuinely connected with the humor and cultural authenticity to the point that many jokingly asked Kia to turn the duo into a Netflix series.

