



**2023 CAMPAIGN BOOK**

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## EXECUTIVE SUMMARY

Researching the Genesis GV60 and the electric vehicle market has allowed us to see points of potential improvement. From untapped audiences to innovations in marketing, there are new ways for Genesis to reach those who are looking for attainable luxury. We believe that through our campaign strategy, Genesis can appeal to several different audiences while retaining its core value: making luxury accessible and environmentally friendly.



# HISTORY OF HYUNDAI MOTORS, INC.

## MISSION STATEMENT

**“Hyundai Motor Company is striving to provide freedom of movement to everyone by investing in mobility services, by building close relationships with leading mobility service providers and expanding our role beyond the automotive transportation sector. The company will play a pivotal role in global society’s transition to clean energy by helping make hydrogen an economically viable energy source.”**

## THE GIST OF HYUNDAI

Genesis’ parent company is Hyundai. This popular car company is concerned with humanity; they want to bring mobility to people around the world so that they can provide “freedom of movement.” They want to provide people with the tools to better enjoy what it means to be human.

Hyundai represents the future. They are striving to “reinvent the 24 hours that we are equally given into quality time, making every moment truly worthwhile and rewarding.” The company represents the improvement of relationships between cars and drivers for the future. One of Hyundai’s main goals is to connect “people with quality time.”

## HISTORY OF HYUNDAI

Founded in 1967, Hyundai completed the Ulsan assembly plant in 1968, which is the “ world’s largest integrated automobile manufacturing facility.” The first vehicle that was produced by Hyundai, “in cooperation with Ford Motor Company” was the Cortina.

Over the course of several decades, Hyundai continued to make its mark on the car manufacturing industry by releasing several luxury vehicles, the “Acquisition of Kia Motors,” the release of Hyundai’s ever-popular Sonata and Elantra, global growth, and the development of fuel cell electric vehicles. Genesis was launched in 2008, along with several other campaigns throughout the years. In 2019, Hyundai released the Electric Double-Decker Bus; this was an incredible innovation for both the global efforts to combat climate change and the electric vehicle industry.

Today, Hyundai offers a variety of vehicle options. These include cars, sedans, SUVs, CUVs (compact SUVs), and luxury vehicles. Their luxury vehicles are primarily branded through Genesis.



## INCREASING PROFITS

- The graph above shows the sales revenue of Hyundai Motor Company over the past ten years. The numbers seen are in billion South Korean won.
- For 2021, the total revenue was “117.6 trillion South Korean won,” which comes out to be “about 99 billion U.S. dollars).”
- Hyundai’s sales have only increased in the last decade. It is important to note that sales went through the roof from 2020 to 2021.

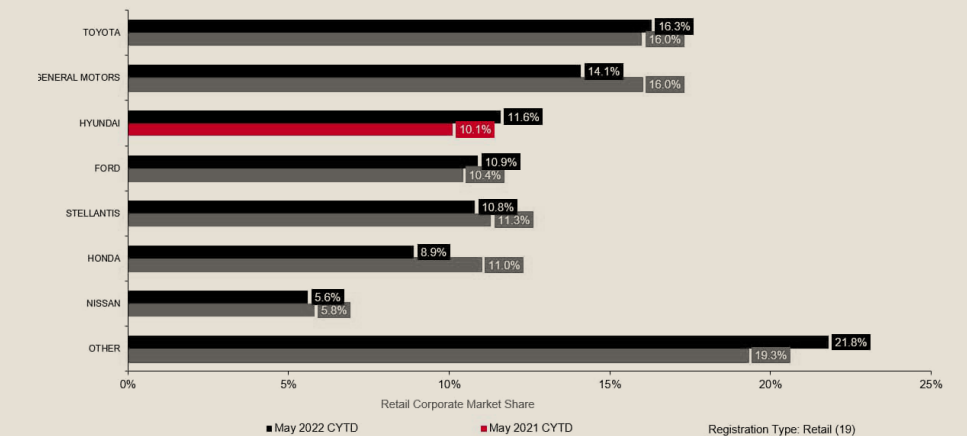


## MARKET SHARE + SHARES

In 2020, Hyundai only held 4.56% of market shares worldwide.

Hyundai drastically increased its standing among the market between 2021 and 2022, even passing Ford in ranking for market shares. As of July 2022, they are standing as #3 in the market, holding 12% of the shares in the United States.

May 2022 CYTD and 2021 CYTD Retail Corporate Market Share



# ELECTRIC VEHICLE INDUSTRY

## LEADER OF THE PACK

Tesla, Inc. boasts the industry's most advanced features when it comes to technological advances and vehicle performance. The brand sees itself as a technology company that has branched out into different industries and sectors. They not only build cars but are involved in the manufacturing of parts and services. The company positions itself as a leader in renewable energy, power distribution, self-driving technology, and intelligent software.

Tesla distinguishes itself from most manufacturers by employing a direct sales and service model that eliminates the need for a middleman or dealership franchises.

## OTHER INDUSTRY FACTORS

- Self-driving technology. Tech companies and start-ups are leading the industry in AI-driven autonomous vehicles. Robotaxis is gaining traction to be the first company to have fully autonomous cars on the road.
- Government lead emission standards and net zero initiatives.
- Investments in internal combustion engine vehicles have begun to decrease, allowing for more headway for electric vehicles.
- Newer startups have allowed more businesses to enter the electric vehicle industry, allowing for more success outside of Tesla.
- EV batteries and the technology to build them are beginning to lower in price, resulting in more production.
- The electric vehicle market is projected to increase from roughly eight thousand units in 2022 to over 39 thousand by 2030 due to a higher demand for low-emission automobiles.

## INDUSTRY TRAJECTORY:

### MARKET ANALYSIS

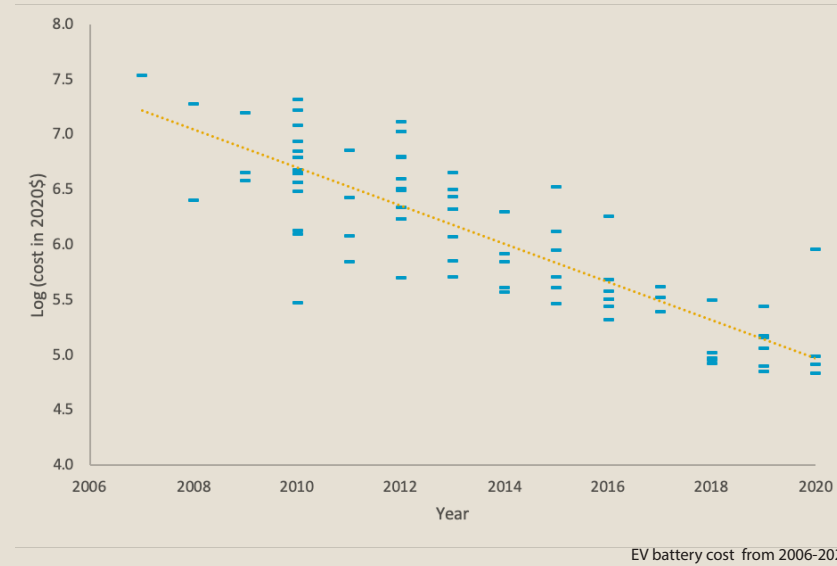
By the end of 2022, the global electric vehicle market is expected to bring in \$384 billion. As consumers' knowledge of EVs grows, it's expected that by 2027 the market could climb as high as \$869.30 billion. That's an annual growth rate of roughly 17.75% between 2022 and 2027. The EV market's growth is predicted to expand globally as environmental laws and climate plans aimed to reduce greenhouse gases and carbon emissions are adopted. The state of California announced that it has approved a new rule that aims to end the sale of gasoline-only vehicles by 2035. This announcement is the first of its kind in the United States and will likely trickle down to other progressive states, like Oregon and Washington, which are planning to introduce similar laws. Future legislation will be the driver of the EV market as major car companies adapt their fleet of vehicles to not only meet the demands of the laws but also those of consumers.

## GROWTH FACTORS

Companies like Ford Motors, which was once the leader of the car market, now aim to lead again in America's EV revolution. The company has invested \$11.4 billion to build a campus for producing batteries. Ford's bold move will inevitably set the tone for other car makers to create similar plans to be competitive. Globally, we have seen governments offer incentives to consumers who purchase an EV. The allurements range from tax breaks to subsidies and grants. Financial offerings will also help push savvy consumers toward an EV since it boasts a better overall cost-benefit.

In the past, EVs got a bad rap because of the constraints of battery maintenance. This has since changed as technologies have advanced and batteries are being mass-produced on a larger scale. The availability of more batteries means the cost has gone down, and we could see them decline considerably in the future. The above graphs show a 16% annual decline in the cost of batteries from 2006-2020. As companies like Ford invest more money and resources toward better technology, we can assume this will only get better.

## RESTRAINTS



It is rather exciting to see the potential of the EV market, but those benefits don't come without constraints. Supply chain issues will hinder the market's growth as the materials needed to build vehicles go up in value.

In 2021, we saw the prices of steel rise by as much as 100%, aluminum reach 70%, and copper reach 33% over the previous years. Adding insult to injury, the market for lithium used in EV batteries is seeing record increases of over 150% each year. An increase in the production of materials used in EV batteries must be prioritized. If the current trend continues, we will see materials like cobalt and lithium decline in availability, forcing a global shortage by 2025.

## SALES TRENDS

US electric vehicle sales in the first and second quarters of 2022 show a bit of growth. Q2 saw all-electric vehicle sales rise 66%, while decreases were observed among other electrified vehicles such as hybrids and plug-in hybrids. Overall, the electrified market saw an increase of 12.9% over last year. Domestically, Florida made a surprising surge, besting other regions like New York by 10,000 units sold, landing in second place, trailing the nation's leader, California.

In the luxury EV market, Tesla remains the leader among brands like Audi, BMW, Cadillac, Lexus, and Mercedes-Benz. While Tesla is holding strong in the luxury market, it might see its shares drop as more EVs enter the market, narrowing its position as a whole.



## PRODUCT OVERVIEW:

### ATTRIBUTES + FUNCTION

The 2023 Genesis GV60, starting out at \$58,890, is an athletic coupé crossover utility vehicle (CUV) that has “the perfect balance between Athletic and Elegance, [that] define the design experience exclusive to genesis.” The interactive design is meant to develop a strong relationship between driver and vehicle, something that the Genesis brand strives to achieve.

In addition to the heated front and rear seats and the double-glazed soundproof glass on the windows, the primary features of the GV60 that increase the interactivity between driver and car include safety, technology, and charging.



## BRAND POSITIONING

One of Genesis' main goals is to "create the finest automobiles and related products and services for connoisseurs around the world and to make a positive difference in our customers' lives." CEO of Genesis, Mark Del Rosso, positions the brand as "the youngest luxury brand," making it extremely attractive to millennials. The relationship-driven essence of the Genesis brand that targets emotional experiences creates a strong affinity among consumers.

## PACKAGING + DISTRIBUTION

The Genesis GV60 will initially be hard to come by, it will only be available "for purchase and servicing at select Arizona, California, Connecticut, New Jersey, Nevada, New York, Utah, and Washington retailers." Not only does this give Genesis an advantage in terms of supply and demand, but it may also help the company compete in the crowded electric vehicle market.

The complimentary fast charging with Electrify America is one of the enticing promotions being used for the Genesis GV60. Genesis states that upon purchase of the GV60, the buyer will receive "three years of 30-minute complimentary charging sessions on the Electrify America public charging network."

There are three main optional package add-ons that increase the consumer's experience and relationship with the GV60:



### Comfort Seats

- "Zero-gravity position to relieve stress"

### Digital Side Mirrors

- The outside camera streams to the inside digital monitor giving the driver wide-angle views, nearly eliminating blind-spots.

### Bang & Olufsen Sound System

- Allows a customizable "sound mix for specific atmospheres encompassing four 'moods' (Relax, Energetic, Bright, and Warm)."
- This feature is also used to control the allotted road noise.



## SAFETY HIGHLIGHTS

### Highway Driving Assist

- Helps keep the vehicle centered "within the lane and automatically maintains a selected distance and speed from the vehicle ahead."

### Blind Spot Collision Avoidance Assist

- When the turn signal is activated to change lanes, sensors lookout "for potential unseen hazards to the rear, warning and assisting with braking if necessary to avoid a collision."

### Blind Spot and Surround Monitor View

- Shows a digital view of the blind spots when changing lanes, and when using the Smart Parking Assistant to view potential obstacles.

### Rear Cross-Traffic Collision-Avoidance Assist

- When backing out, this feature "provides audible and visual display warnings and applies braking if it senses a collision is imminent."

### Remote Smart Parking Assist

- This feature lets the driver step out, use the remote and let the GV60 park itself in tight spots.

## GV60 MARKET COMPETITORS:

TESLA MODEL Y + KIA EV6

The Tesla Model Y and the Kia Ev6 were identified as potential competitors to the Genesis GV60. These cars share several characteristics with the GV60, such as being fully electric vehicles, holding at least five passengers, and having a brief charging time. If the Genesis GV60 is to be a success, these two brands should be analyzed for their marketing strategies, particularly those geared towards Millennials. Each company has its own unique take on this target audience and how they want to approach them.

The biggest threat between the two vehicles is the Tesla Model Y. Owned by Elon Musk, Tesla has a strong grip on the electric car industry due to its brand being backed by a well-known celebrity. Tesla's Twitter account holds the highest number of followers of any other electric car company at over 16 million. Along with this, they sold over 200,000 cars in 2018, 70,000 more than their nearest competitor. In contrast, Genesis was only able to sell 21,000 in 2019.

Besides their brand image and selling rates, Tesla has begun an online marketing strategy that promotes the safety of their latest vehicle. The Model Y totes an NHTSA 5-star safety rating and was the IIHS top safety pick, both of which can be found on the car's website. Their Twitter account often posts environmentally friendly content, such as advocating for solar panels. Both of these aspects could appeal to different kinds of Millennials. Those with families could be intrigued by the Model Y's safety specs, whereas those who are more focused on the environment would appreciate their advocacy for greener alternatives. Besides these positives, Tesla has the shortest charging time of the four vehicles, which could be appealing to families with young children. One area in which the Genesis defeats Tesla is in price, with the Model Y costing over \$10,000 more than the GV60. Furthermore, despite their high sales volume, Tesla is regarded as one of the least reliable automobiles.

Although Tesla is the leader, Kia also poses a threat to Genesis. While the Kia Ev6 doesn't possess Tesla's specs or a high follower count, it has the largest range of the three cars at 310 MPGe. Besides miles, Kia is also the cheapest option of the three at \$51,000. Rather than focusing on environmental issues, Kia's marketing boasts high speeds, instant acceleration, and race car-inspired handling. These different elements could appeal to Millennial fathers who want to feel like they can have a fast car while still being responsible. Given Kia's spacious interior, the vehicle would still work for larger families, making it more accessible. Their advertising has proven to be successful, with over thirty-three thousand prospective buyers and seven thousand reservations. Kia's lower pricing should also be taken into account as families often look towards cheaper costs over luxurious add-ons.

Tesla and Kia's newest vehicles threaten the Genesis in several key areas. Many millennials prefer a vehicle that can transport their families over longer distances. The GV60's lesser range may be detrimental. The Tesla and Kia also sell more cars on average than the Genesis and are more recognizable. Even though some of these cars are not electric, their ability to spread their brand may inspire others to invest in their other vehicles. Moving forward, Genesis should consider how they will combat these competitors as the launch dates approach.

## CONSUMER PROFILE:

MILLENNIALS + ZOOMERS

### DEMOGRAPHICS

Since 2019, the buyers of electric vehicles have been educated white men between the ages of 40 and 55 who have earned a salary of over \$100,000 annually. The buyers' political affiliations tend to lean more toward a democratic viewpoint. Pew Research found that 47% of Americans support the phasing out of gas-powered vehicles.

An April 2021 Pew Research Survey on future purchases was quite mixed. Less than 40% of car-buying adults in the US are willing to purchase an EV, while about 46% wouldn't even consider it. Among generations, it's pretty evenly split. Gen Z is almost even with the idea of getting an EV. Millennials were the most in favor, with 47% willing to purchase an EV. Gen X saw the reverse, where 48% wouldn't think of owning one.



### PRESENT + FUTURE INFLUENCES

The gender gap between male and female EV owners is expected to close between 2021 and 2030 as vehicle ranges change and the number of new vehicles on the market increases.

As Gen Z and Millennials age, the average number of EV owners will stabilize.

Public charging stations are expected to expand and reduce the need for at-home charging as a deterrent for those interested in purchasing an EV.

Affordability will be the biggest factor for new buyers of EVs.

Lowering the cost of the vehicle's purchase and ownership will be key.

Government incentives will need to continue to play a role.

The ability to go farther and spend less time charging will be a major influence.

The availability of charging whether at home, in public, or at work is quite important.



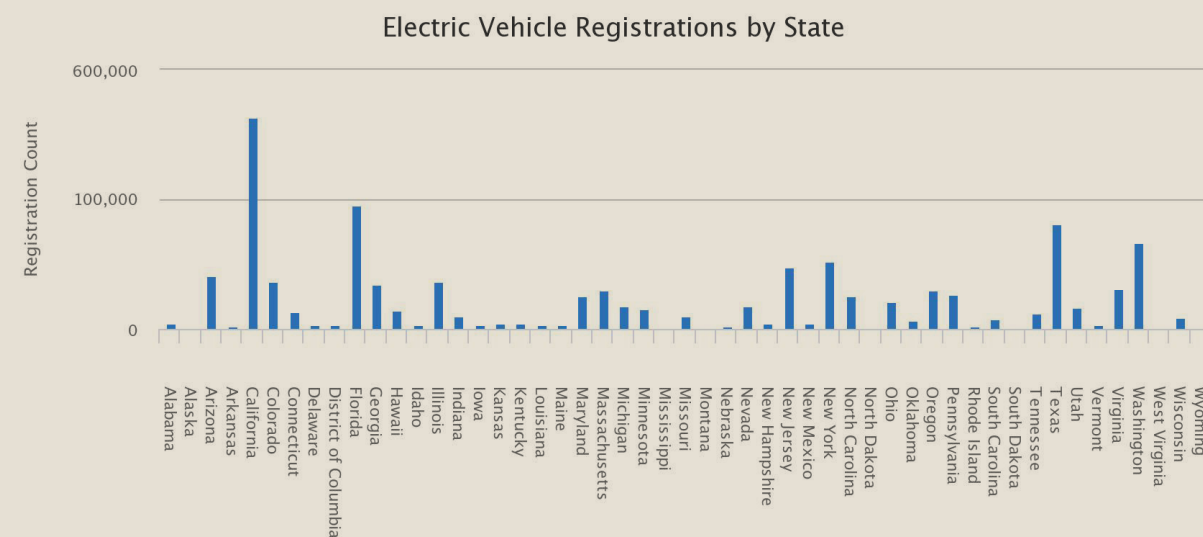
## CONSUMER PROFILE: MILLENNIALS + ZOOMERS

### GEOGRAPHICAL + FINANCIAL DATA

Data published for the year ending in 2021 by the Alternative Fuel Data Center (AFDC) show that over 1.4 million EVs were registered, which is an increase of a little more than 40% over 2020. Most EVs are registered in California, which saw an increase of 32% over the previous year. The state of Oklahoma saw a 111% increase in registered EVs. The top three states for EVs in 2021 are California, Florida, and Texas. At the bottom of the spectrum, the states with the least growth were North Dakota, Wyoming, and South Dakota.

Looking at EV registration against the top 10 highest incomes by state, we see that four out of the ten were among the top 10 for EV registration.

Economic strife is a likely reason that Gen Z and Millennials may not consider an EV as factors such as student debt, wage stagnation, and the employment outlook will affect their purchasing power since EVs remain at a higher price point than gas vehicles.



Last updated: June 2022  
Printed on: September 27

### CONSUMER TRENDS

Buyers of electric vehicles show the most promise in premium markets. This is due to EV prices remaining relatively high.

Mass-market consumers are showing a strong desire for EVs. New vehicle buyers in the west are 31% more likely to consider an EV, while southerners are 26% more likely, and both the northeast and north central are 22% more likely.

1. Outlines objectives: Marketing objectives and communication objectives.

- **Build brand awareness**
- **Encourage and enhance brand trust and loyalty**
- **Increase market share**

2. Key challenges: What are some barriers that will need to be overcome to achieve objectives?

- **Flooded marketplace**
- **Negative perception of EV industry**
- **Economic uncertainties can potentially affect sales, but Genesis can market around this to enhance brand trust because of the quality and reliability that their brand brings to its consumers.**

### PRIMARY AUDIENCE

Millennials who enjoy living the “Gucci lifestyle.” They enjoy designer brands, especially the quieter luxury brands such as Gucci, Van Cleef, and Cartier. This group typically has a higher income and wants to show that they are high class without stating it outright, hence the quiet luxury. They are innovators and experiencers. This target audience wants to stand out and make it known that they value fashion and status. While this group is not necessarily “rich,” they want to look rich; they value their social image. Because of this, their Genesis vehicle becomes a staple to their perceived look to those around them.

“Younger shoppers becoming the top purchasers in luxury represent an amazing opportunity for savvy retailers. The chance to create long-lasting connections with these shoppers — and the lifetime value they’ll create — while redefining what the luxury shopping experience entails is massive and exciting.” (Klarna)

Our primary target audience are loyal to their favorite brands, and the Genesis GV60 is an excellent luxury experience where users can create connections with the brand.

### SECONDARY AUDIENCE

Athleisure millennials. Individuals that enjoy brands such as Lululemon. This brand is notorious for pushing out athletic wear which is intended for gym use. However, the majority of their customers do not workout in these clothes. They just wear them as a status symbol and have the clothing be a stylistic choice rather than a practical choice. When athleticism is more of an aesthetic than a lifestyle.

### TERTIARY AUDIENCE

Genesis does not hold much brand awareness among older generations, and many of the older generations will be set in their ways and already hold vehicle loyalties. Looking further into the future, Genesis is targeting the generation alpha audience to begin recruiting these consumers and gain their loyalty from the get-go. This generation alpha audience has grown up in a world of technology and alongside environmental distress. The Genesis brand is focused on technology and sustainability, which are core values and priorities for younger audiences.

**GV60 TARGET AUDIENCE: PERSONAS**



**MARLENE MILLENNIAL**

Marlene is a thirty-two year old female millennial. She has owned a Genesis vehicle previously and is wanting to upgrade to the latest model. Marlene enjoys buying from designer brands like Gucci or Van Cleef. She has an established pharmaceutical career that she's cultivated for several years and, as a result, makes over 100k. She is happily married with two young children and lives in the suburbs. Marlene enjoys buying from brands that make her feel as though she's living a luxurious lifestyle. For her, buying from expensive brands is a fashion statement, but it also helps Marlene feel like a cooler mom.

However, Marlene is also sensible and wants to ensure that the car she's purchasing will work well for her family. Promoting healthy values is also important to Marlene, so having an environmentally friendly vehicle is a must.



**ANDY ATHLEISURE**

Andy is a twenty-nine year old non-binary millennial. They live for fitness and enjoy having a mid-size vehicle to carry their gym equipment. Andy primarily wears brands like Lululemon and Tracksmith because they are trying to summon their inner gym rat. They hope that by appearing like a fitness guru, they will become one. As such, appearances are important to them.

When not at the gym, Andy works as a preschool teacher and believes in the power of education. They want to promote the same values that they share at school, which is why Andy wants an electric vehicle. While they don't make wages that can handle a luxurious lifestyle, they have been saving for a new vehicle for several years and are now ready to give back to themselves. Since Andy has worked hard to get this car, they have done quite a bit of research and are interested in Genesis due to its superior mile range and positive customer reviews

**GV60 TARGET AUDIENCE: PERSONAS**



**ARIA ALPHA**

Aria is a twelve year old female alpha. She is currently in middle school and is embracing life to the fullest. Due to her age, she is not working and lives with her parents. Her mother works as a software development manager while her dad stays at home. Due to her profession, Aria's mom makes over 80k a year and is now looking to get a nicer vehicle. While Aria can't afford a car of her own, she has learned about taking care of the environment in class and has developed a passion for saving the planet. She likes Genesis because she has learned through independent study that electric cars help the Earth. So when she learned that her parents were wanting a new vehicle, Aria knew exactly what kind they needed to purchase.

Besides being eco-friendly, Aria appreciates that the Genesis could be fully modified to account for her wheelchair. For Aria, this makes an electric vehicle even more practical for her everyday life.

**POSITIONING STATEMENT**

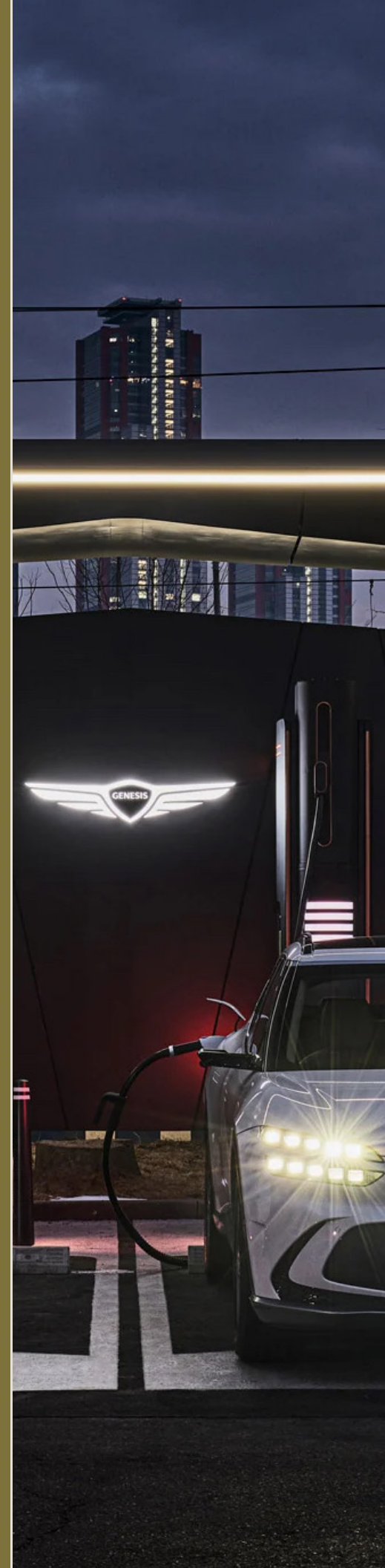
Act as a liaison to a new generation of individuals into the luxury market that align with innovation and social status, Genesis aims to be the luxury entry point for young individuals who are looking to own a luxury electrical vehicle with an elevated social standing. Genesis is a luxury brand electric vehicle that prioritizes strong connections and relationships between the consumer and the vehicle.

For higher class, innovation loving, luxury valuing millennials who are in search of a sleek, quality, and environmentally friendly vehicle, Genesis provides a vehicle that exceeds sustainability standards and builds strong, lasting relationships between driver and brand because of its commitment to providing consumers with the strongest and newest in electric vehicle technology. The entire brand is committed to sustainable products, and their motive behind everything they do and every detail that they put into their vehicles is completely relationship driven; they strive and succeed in improving the lives of Genesis customers.





## CREATIVE STRATEGY BRIEF + MOCK



Our primary objectives are to build brand awareness and encourage brand trust and loyalty to Genesis vehicles among 50% of millennials (about 350 million individuals) by mid-2023. We also hope to build awareness among generation alpha because they establish the future. Additionally, we hope to see a 30% increase in social media followers among millennials across Twitter, Facebook, Instagram, and TikTok. By building and increasing brand awareness, we hope to see a 5% market share increase in 2023.

### THE TARGET

Our target audience is millennials that are searching for attainable luxury that aligns with their values. Share a passion for sustainability and eco-friendly causes. Individuals within this target are drawn to eye-catching aesthetics and luxury even if it's a tad out of reach. Genesis has an opportunity to grab the attention of this audience as it fills a need by giving them entry into luxury through a sense of opulence and sustainability simultaneously.

### INSIGHT

Genesis is innovative and connects drivers to their vehicles in a personal way that other electric vehicles do not. They promote environmentally safe alternatives that allow drivers to experience luxury without harming the world.

### DESIRED RESPONSE

We are hoping that Genesis can become more of a household name among higher-class families. The brand awareness and the key features that Genesis has to offer to become more well-known across the population. Once this happens, we are hoping that sales, especially in larger cities, will increase.

### SUPPORT

One of the sustainability features that Genesis offers is the ability to function keyless, thus reducing the number of materials needed to produce keys. By using digital and technological features, rather than standard materials, Genesis gives itself another step forward in the sustainability category. Another aspect of the brand is the upcycled, luxury materials that are used within the vehicle. An example of this is seen in the Genesis GV60; the materials used for the fabric within the vehicle are luxurious materials that are upcycled plastics and fabrics.

### TONE

Quiet, but vibrant. Sleek and elegant. Empathetic and emotional.

### CREATIVE CONSIDERATION

Genesis' tagline is "Luxury Evolved." This fits with the tone and the desired perception of the brand. Their tagline, along with their winged logo help show that the brand is more progressive than other brands in similar categories.



# GV60 ADVERTISING EVALUATION

## TIKTOK INFLUENCER MARKETING

In this media category, we have selected three individuals who have high engagement and authentic followings. All of which use limited sponsored posts. In order to measure the traction and engagement language will be embedded in each contract and will require each content creator to submit their current analytics for posts in both sponsored and unsponsored content showing their true reach amongst their audience within one week prior to posting the GV60 video.

Content creators will also be required to share daily analytics of the video for seven consecutive days after posting. Creators who have been asked to post more than one video will be required to repeat the previous requirements and must meet the minimum reach for posts in order to continue making content for GV60. The creator with an initial video post that is high in views but 25% or less play-through will not be asked to make more content. Success is when a post is within a creator's range or "goes viral" and has mostly 100% and 75% video views.

### EVALUATION OF ENGAGEMENT

GV60 Requirements	Measurement Type	Per TikTok Analytics
Must be within the range of creator's content	Video Views	The number of times your video starts to play. Replays will not be counted.
Preferred No penalty	Video Views at 100%	The number of times your video was played at 100% of its length. Replays will not be counted.
No penalty	Video Views at 75%	The number of times your video was played at 75% of its length. Replays will not be counted.
No more than 60% of total views	Video Views at 50%	The number of times your video was played at 50% of its length. Replays will not be counted.
No more than 30% of total views	Video Views at 25%	The number of times your video was played at 25% of its length. Replays will not be counted.

## INTERACTIVE HOLOGRAPHIC PROJECTION

This new technological experience, success will be based on the virality of the installation and many hashtags trends related to the experience of the holographic experience on all social GV60 Evaluation media platforms. Foot traffic will be based on the event attendance that coincides with the presentation a ratio of 1:50 patrons attending the adjacent event will be deemed successful. The count will be programmed into the start-up of the projection. In Seattle, the Summer Solstice Night Market will be the event that will be used to usher in participants. Chicago Pride will be the measurement in Chicago. And there will be no active events for the projection in Brooklyn, only the tourism of the Brooklyn Bridge.

Seattle, WA - (South Lake Union)	Summer Solstice Night Market	June 22, 2023
Chicago, IL - The Cloud	Chicago Pride	June 17, 2023
Brooklyn, NY (Dumbo)	Brooklyn Bridge Park	June 10, 2023

### Vogue Magazine AD

Print advertising in four issues of upcoming Vogue Magazine in 2023. Evaluation will be based on the number of issues sold for each issue.

### Ryan Reynolds AD via HULU

The AD evaluation for success will be based on virality and the trends of the video. Success will be gauged on the click of the AD and AD skip.

### Chicago Auto Show

Foot traffic during the week long event will be measured by how many show attendees interact with the booth.

### Electronic Billboards

Success will be gauged on the attendance of each game on the dates of advertising as well if signage is viewable on the broadcast of the games. Key scoring moments with instant replays or snaps of the athlete that have the AD visible will also be counted as successful. Key dates will be the NBA Finals, MLB Opening Day, and NHL Stanley Cup Playoffs.

# INFLUENCER MARKETING

TIKTOK INFLUENCER - HINA



**hina** ✓

Hina

Follow

542 Following 1.7M Followers 67.1M Likes

the lesbian agenda

IG: @k8sabz

Hina is a 25 year old TikToker who hits the mark when it comes to luxury and fashion. They are the essence of attainable luxury. Hina is an LA-based content creator who focuses both on comedic queer content and fashion. Their TikTok account currently has 1.7 million followers

Hina is a perfect candidate for a Genesis influencer. Their cost per video ranges from \$8k-\$15k based on "exclusivity, usage, timing, and creative" aspects, according to their manager.

Genesis would gift Hina with a Genesis GV60 for personal use and sponsorship, in exchange for three 2-minute TikTok videos posted within four months. It is important to not flood their followers with paid promotions to appear authentic.

PAGE 2 OF 2  
DATE November 3, 2022

TITLE Lesbian Parent Takes Her Son To Gay Uncle's Wedding



"Interesting choice in venue...Kids! Don't touch those. They're fake flowers" "side eye to the flowers/subtl look of disgust"



"Hi Kathy, Yeah, so glad we could make it. Did you know that they were going with this venue? It looks like an Old Spaghetti Factory."



"english parent" "Hi Frank. Yeah, no, we're happy with Romona and Corn right now, so we aren't planning on starting IVF again."



"Romona, sweetie, where's your brother? What, he went back to the car? I knew we shouldn't have added him to the car's face IDs"



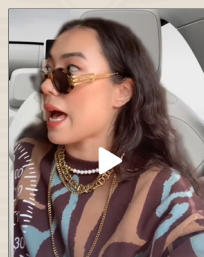
"english parent" "Thanks, Jerry, but I don't think these are questions to ask your cousin's wife when I haven't seen you in over three years."



"Babe, enough people saw us, we can leave now. Corn is already bringing the Genesis around. Let's get out of here."



"english parent" "Oh thank god, if I had to explain to one more person why we got a Genesis instead of a Subaru, I was going to lose it"



"Next family event, we's vacationing in Monaco to get out of it"

STORYBOARD - CHARLOTTE ROYAL



# INFLUENCER MARKETING

TIKTOK INFLUENCER - OTHERS



**shoelover99** ✓

ophelia 🦋

Follow

10K Following 10.2M Followers 337.9M Likes

Bus: ophelia.nichols@viralnationtalent.com

PO Box2103 Semmes AL,36575 MERCH 1

Ophelia is a stylish, well-liked TikToker whose son was murdered in 2021. She now uses her account to spread positivity. Ophelia is quite different from the other influencers in a way that lets use cultivate a more authentic organic reach. Her ability to reach multiple subgroups in our target market will enhance our brand awareness. Ophelia has 9.4 million followers on TikTok, and many of her videos are filmed in her car

Genesis will offer GV60 to drive and use to film Tiktoks to help enhance the view of Genesis building relationships between vehicle and driver. In exchange, we would require one 3-minute video as she rarely posts sponsored content.



**macy.blackwell**

macy.blackwell

Follow

284 Following 1.5M Followers 36.6M Likes

Style ✨ Holiday Home Decor 🌲 Easy Recipes 🍷

Macy Blackwell is a fashion-forward, style and fitness-focused family gal who posts high-quality content on her TikTok. With her 1.4 million followers, she can reach the "family-oriented" millennials with traditional values. Her aesthetic aligns with Genesis while exuding the DIY vibe that many "family-oriented" millennials enjoy. Located in the Midwest, she can reach a region that is not yet in the current geographic target market for Genesis. Opening a new segment in brand awareness.

Genesis would gift Blackwell a GV60 in exchange for three 2-minute ads (e.g. life-hacks for in your car) over four

months. Spreading them out to not seem forced or inauthentic to her followers or bring a negative response from her fanbase towards her brand and Genesis!



**supercarblondie** ✓

supercarblondie

Follow

0 Following 14.3M Followers 182.9M Likes

Alex is an Australian blogger based in Dubai. Using Facebook, YouTube, Instagram, and TikTok, Alex posts elevated content of high-value vehicles. She has a massive following on multiple social platforms including 14.2 million on TikTok and 11.3 million on Instagram. Alex's content focuses on exotic cars that are often out of reach for most consumers but has done reviews of Mercedes and BMW, two brands that are on par with Genesis.

Genesis would lend her a GV60 to drive and pay her video post rate in exchange for one video one 3-minute review to post on both her Instagram Reels and TikTok. Focusing on the sustainability and aesthetic aspects of the vehicle.





DIGITAL COMPOSITE - SOTHEARA NARITH

## 3D HOLOGRAPHIC INTERACTIVE EXPERIENCE

MULTI-CITY ATTRACTION

A hologram experience in the epicenter of three major US cities : Seattle, Chicago and Brooklyn with holographic experience that allow users to experience the GV60 in an interactive way by letting participants customize features like the color, body style and interior. Even opportunities to get creative. The changes would happen instantaneously. The immersive experience will utilize advanced technology to inspire tech savvy consumers to get involved in customization of Genesis products and brand. Not only creating a social media post worthy interaction but a testament to the brands focus on innovation.



## THE ALL-ELECTRIC 2023 GENESIS GV60

EVERY ASPECT OF GV60 OFFERS INNOVATIVE, CUSTOMIZABLE DESIGN AND A SLEEK USER EXPERIENCE. ITS EXTERIOR EVOKES ATHLETIC PROWESS, WHILE INSIDE OCCUPANTS ENJOY A FIRST-CLASS TECHNOLOGY HUB FEATURING INTUITIVE, UPDATABLE SOFTWARE. ADDING TO ULTRA-FINE FINISHES, THE VISUALLY STUNNING CRYSTAL SPHERE GEAR SHIFTER FLIPS INTO FULL DISPLAY WHEN GV60 IS POWERED OFF—HINTING AT THE RARITY OF THIS SPECIAL VEHICLE.



DIGITAL COMPOSITE - SOTHEARA NARITH

## VOGUE MAGAZINE AD

PRINT + DIGITAL

A hologram experience in the epicenter of three major US cities : Seattle, Chicago and Brooklyn with holographic experience that allow users to experience the GV60 in an interactive way by letting participants customize features like the color, body style and interior. Even opportunities to get creative. The changes would happen instantaneously. The immersive experience will utilize advanced technology to inspire tech savvy consumers to get involved in customization of Genesis products and brand. Not only creating a social media post worthy interaction but a testament to the brands focus on innovation.

## HULU STREAMING AD

FEATURING RYAN REYNOLDS



Ryan Reynolds is a huge celebrity from millennials to generation alpha. He is featured in numerous comical, witty, and well-received commercials and would be worthwhile to align with. Millennials connect positively to his cool-guy attitude while creating a positive introduction to Genesis with his generation alpha fans. Additionally, Ryan Reynolds is for the people; he is well-liked among multiple cultural groups. As a one-time brand ambassador, Ryan would appear in the Genesis commercial. His presence will connect Genesis to an elevated class that is familiar with luxury goods while bringing awareness to individuals reaching for the luxury sector.

The commercial would primarily show on Hulu and 30-second spots in movie theaters. Hulu has over 45.3 million paid subscribers, giving an excellent range of viewers for this advertisement (here). Movie theaters are often frequented by millennials, with this demographic making up 27 percent of moviegoers before COVID-19. While the movie business has faced several crises, millennials are expected to be the ones to fix this issue due to their high attendance. Knowing this, placing ads in the theaters will immediately reach our target audience. They will also be played across the country, ensuring that it reaches large populations.

EXT. CAR DEALERSHIP LOT - DAY - EXTREME WIDE to MEDIUM LONG SHOT

Camera follows REYNOLDS as he strolls through the lot, looking at the camera while talking.

REYNOLDS

With two kids and a third on the way,  
Blake sent me to find us a new car.

Passing by a 2023 Lexus UX, REYNOLDS taps on the car's hood.

REYNOLDS

(disgusted)  
How cheap! They sure don't make cars  
like they used to. (pause & scoff)  
I'm starting to sound like my father.

Camera stops moving and REYNOLDS walks off screen.

SCRIPT - CHARLOTTE ROYAL

## LOS ANGELES AUTOSHOW

INTERACTIVE BOOTH



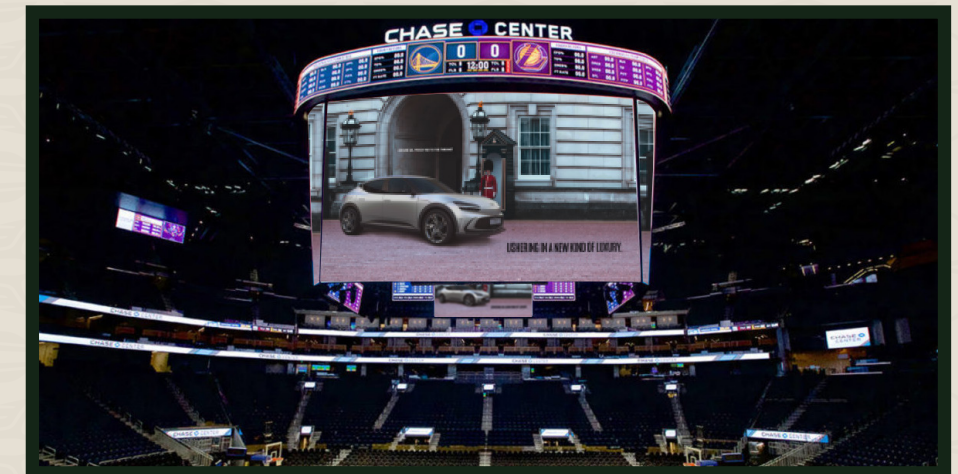
One of the most influential auto trade shows in the world, the LA Auto Show creates buzz that is unmatched for the car industry. The 115 year old event boasts the leaders in innovation and design. Showcasing a vehicle can bring publicity from every direction possible.



## ARENA + STADIUM DIGITAL BILLBOARDS

DURING SPORTS COMPETITIONS IN KEY POINTS OF THE SEASONS

Electronic scoreboard advertisement. Many millennials attend sports events, with over 67 percent actively watching NFL games. While social media has caused a decline in live sports attendance, there is still a large audience that goes to them. Basketball, baseball, and football were our sports of choice because they rank highest with millennials. Placing our ads on the electronic billboard is a great way of sharing the brand with our target audience without disrupting their sports experience. The banner would contain Genesis' name and vehicle, with a reference to attainable luxury. The kinds of millennials who can afford to go to live sports events may also be in the salary range to afford a fancier vehicle.

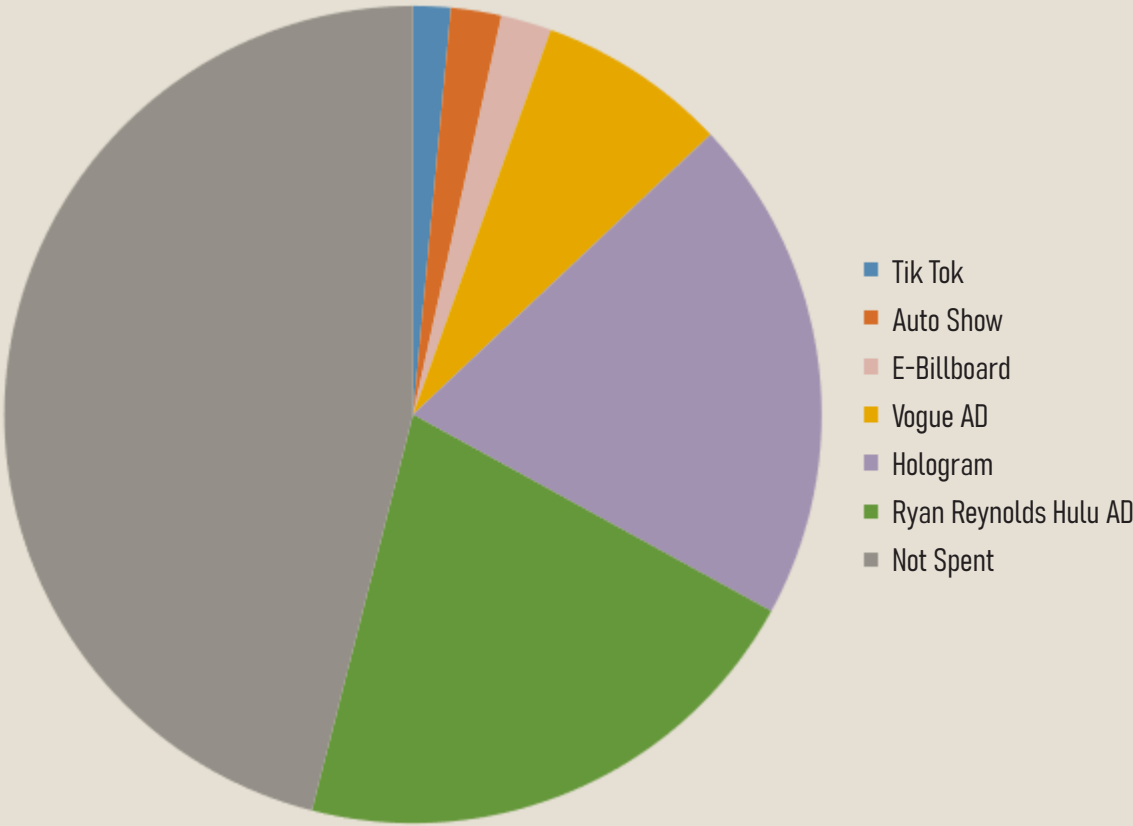






# ADVERTISING BUDGET PROPOSAL

MEDIA	COST	PERCENTAGE
TikTok	\$148,000	1.48%
Auto Show	\$200,000	2.00%
E-Billboard	\$200,000	2.00%
Vogue Magazine AD	\$751,436	7.50%
Hologram	\$2 Million	20.0%
Ryan Reynolds HULU Spot	\$2.1 Million	21.0%
<b>BUDGET LEFT OVER</b>	<b>≈ \$4.6 Million</b>	
<b>TOTAL BUDGET SPENT</b>	<b>≈ 5.4 Million</b>	
<b>CAMPAIGN BUDGET</b>	<b>\$10 Million</b>	





WASHINGTON STATE UNIVERSITY - VANCOUVER

FINAL GROUP PROJECT  
COMSTRAT 380  
PROFESSOR NADER IYER