

BRAYDEN SATHRUM

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GENESIS GV60
CREATIVE STRATEGY

GENESIS GV 60

CREATIVE BRIEF

OBJECTIVE

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.

TARGET AUDIENCE



Our primary target audience is Millennials who enjoy and are loyal to designer brands on a path towards sustainability like Gucci but prefer quieter luxury brands such as Van Cleef, Lululemon, and Cartier. This group typically is higher class, innovation, experiences love, and luxury valuing who want to show that they are high class without stating it outright, hence the quiet luxury. Most likely, the individuals in this group are college graduates pursuing a range of careers. 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.

Celia is a 34-year-old project manager for Nike. She lives in west Portland with her partner, their two children aged four and six, and their labradoodle, Spark. When Celia is not at work, she enjoys going on hikes with her family, going shopping downtown, or grabbing brunch with her best girlfriends. She loves taking drives up to Seattle and out to the coast. Other than her stylish business wear, Celia loves wearing Lululemon, a brand that her college roommate introduced her to.

Celia’s partner, Alex, is a visual information specialist for the National Park Services. Both Celia and Alex value sustainability, love the outdoors and want to ensure that the wilderness and climate are in good condition for when their children grow up. Celia and Alex are excellent examples of who Genesis’ target audience is.



Additionally, we are targeting generation alpha individuals to address the carry-over effect. This audience has grown up in a world of technology and environmental distress. The Genesis brand is focused on technology and sustainability, which are core values and priorities for younger audiences.

PERCEPTION

Currently, Genesis is seen as an introductory, attainable luxury brand. It is extravagant and comfortable, but not pretentious. “In terms of performance, features, and comfort,” Genesis is seen as a strong competitor among other premium brands, but its brand awareness is extremely lacking (Newcomb). Genesis holds high value among those who know about the brand, but not enough people know what Genesis has to offer. Genesis is a great young family vehicle because of its comfort and performance aspects of it.

Single Compelling Message:

Genesis aims to be the luxury entry point for young individuals who are looking to own an electric vehicle that exceeds sustainability standards in both design and function.

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.

Works Cited

Newcomb, Doug. “Genesis Luxury Cars Are Great, so Why Aren't People Buying Them?” Autoblog, 31 July 2018, <https://www.autoblog.com/2018/07/31/genesis-luxury-brand-accolades-weak-sales/>.