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GENESIS GV60
CREATIVE STRATEGY
Part II

GENESIS GV60

CREATIVE STRATEGY

WHO IS OUR TARGET MARKET?

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.

INSIGHTS THAT GOES BEYOND RESEARCH FINDINGS

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.



OWNED CHANNELS & CONTENT STRATEGY

Users of the Genesis website, are greeted with a newsletter subscription option for email, which users will be able to exit out of easily (free).

Testimonials from dedicated Genesis car owners will be featured in monthly newsletters, sponsored ads on SERPs, and on our website. (\$100,000 for incentives to write reviews and for SERP ads)

An interactive guide on how Genesis assists in keeping electric vehicles environmentally friendly is available on the website (\$50,000 bonus for employees creating this)

EXPECTED COST: \$200,000

GENESIS GV60 - CREATIVE STRATEGY

INFLUENCER STRATEGY



hina ✓

Hina

Following

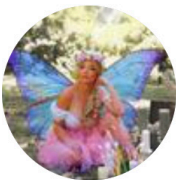
541 Following 1.7M Followers 66.5M Likes

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.

EXPECTED COST: \$105,000



shoelover99 ✓

ophelia 🦋

Following

10K Following 9.5M Followers 313.2M Likes

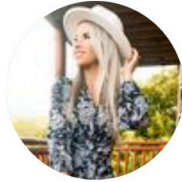
Ophelia is a stylish, well-liked TikToker whose son was murdered in 2021. She now uses her account to spread positivity. Ophelia is quite different from the other influencers in a way that lets us cultivate a more authentic organic reach. Her ability to reach multiple subgroups in our target market will 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.

EXPECTED COST: \$70,000

GENESIS GV60 - CREATIVE STRATEGY

INFLUENCER STRATEGY



macy.blackwell

macy.blackwell

Following

277 Following 1.4M Followers 34.4M Likes

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'.

EXPECTED COST: \$100,000



supercarblondie ✓

supercarblondie

Following

0 Following 14.2M Followers 179.7M Likes

Alex is an Australian blogger based in Dubai. Using Facebook, YouTube, Instagram, and Tik Tok, 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.

EXPECTED COST: \$20,000

GENESIS GV60 - CREATIVE STRATEGY

PAID MEDIA

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.

<https://www.washingtonpost.com/opinions/2021/11/10/movie-theater-polling-pandemic-millennials/>

Ryan Reynolds would cost approximately \$2,000,000 for one commercial. \$50,000 for a long-lasting, widespread showing of the commercial on Hulu (here) + \$3,000 per theater for a 30-second spot that will run for four weeks at 30 different movie theaters (8 in LA, 8 in New York, 5 in Seattle, and 5 in Phoenix)(here) + \$110,000 for production costs = \$2,160,000 for this portion of paid media.

EXPECTED COST: \$2,160,000

GENESIS GV60 - CREATIVE STRATEGY

PAID MEDIA

VOGUE MAGAZINE



According to a Quad Graphics study, 49% of millennials read magazines, so these ads can reach them. For fashion magazines, which would be hitting more of our target audience because of their interests, we would be looking at paying \$187,609 for one regular page ad in Vogue, a popular fashion/luxury magazine.

<https://www.sapling.com/10016643/average-cost-advertising-fashion-magazine>

Our ad would reference the luxurious aspects of owning a Genesis vehicle, given the fact that it would be in a high-end magazine. Audiences reading these are looking to appear rich and fashionable, so advertising from this angle will allow us to approach our target audience at their level.

EXPECTED COST: \$190,000

SCOREBOARD

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. (\$10,000 per game @ 8 basketball games, 8 baseball games, 4 football games)

<https://www.ypulse.com/article/2021/07/22/these-are-gen-z-millennials-top-15-sports-leagues/>

EXPECTED COST: \$200,000

GENESIS GV60 - CREATIVE STRATEGY

EXPERIENTIAL

3D HOLOGRAM EXPERIENCE



3D projection hologram displayed 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.

<https://streetfightmag.com/2020/03/04/puma-goes-big-with-oooh-ad-campaign/#.XyNpmPhKhmA>

EXPECTED COST: \$2,000,000

LA AUTO SHOW



LOS ANGELES AUTO SHOW®

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 boast the leaders in innovation and design. Showcasing a vehicle can bring publicity from every direction possible.

EXPECTED COST: \$200,000

GENESIS GV60 - Creative Brief Part II

FINANCIAL SUMMARY

OWNED CHANNELS & CONTENT STRATEGY

\$200,000

INFLUENCER STRATEGY

\$295,000

PAID MEDIA

\$2,250,000

EXPERIENTIAL

\$2,200,000

TOTAL EXPECTED COST

\$4,944,000