

Team Genesis GV60

Target Audience

Brayden, Charlotte, Josie & Sotheara

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.
3. Target audience: Primary and secondary and if needed a tertiary. Definitions for each should go beyond the basic demographic details and should include psychographics, product usage, and enough descriptions that helps the creative team identify who they hope to convince and persuade.
 - **Primary:** 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:** Athleisure millennials. Individuals that enjoy brands such as Lululemon. This brand is notorious for pushing out athletic wear which is intended for gym use.

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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:** 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.

4. Segmentation decisions: Identify at least three and a rationale for why you chose it. You must include behavioral segmentation so that it paves the way for online messaging.

- **Geographic:** Big city living, specifically on the coasts. Cities such as Los Angeles, Las Vegas, Seattle, Portland, Denver, Scottsdale, San Francisco, Austin, Boston, Atlanta, New York City, and Philadelphia are the main cities to target. These cities typically house demographics that make higher wages and support electric vehicle technology. Individuals that live in these areas tend to be more eco-minded and would be more willing to purchase a luxury item.
- **Demographic:** Higher income millennials who earn closer to \$100,000+ per year. While many single people will still be attracted to this car, the five seater vehicle will be appealing to higher class standard size American families that contain an average of 3.13 people (Duffin). Given the Genesis' luxury pricing, high income groups will be the most likely to afford and purchase the vehicle.
- **Behavioral/Psychographics:** These consumers are people who value high fashion and luxury items. They are experiencers and innovators who enjoy public approval, whether it's through wearing costly clothing or supporting environmentally friendly products. This group is interested in and searches for brands that make a statement about a person's wealth or status. This is the kind of person who plays tennis and drinks a bloody mary at the country club in the mornings, answers company calls on her bluetooth as she strolls through shopping centers, then picks up the kids to take them to lacrosse and violin practice in the afternoon.

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TARGET 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

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are interested in Genesis due to its superior mile range and positive customer reviews.



Amy Alpha:

Amy 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, Amy's mom makes over 80k a year and is now looking to get a nicer vehicle. While Amy 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, Amy knew exactly what kind they needed to purchase.

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

6. Positioning statement:

To introduce luxury to a new generation of individuals 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.

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