

AUTOMOTIVE

## Genesis prefaces EV release, new campaign highlights power of possibility

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*Preluding the release of the 2023 Electrified GV70, a new campaign celebrates the concept of fresh starts. Image credit: Genesis*

By AMIRAH KEATON

Korean automaker Genesis is harnessing the power of the unknown in an immersive marketing effort that introduces the luxury entity's all-new 2023 Electrified GV70.

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Preluding the company's third EV release in less than a year, a new campaign celebrates the concept of fresh starts. Dubbed "Genesis Originals," an inspiring group of creatives including fashion collaborators Charlotte McCurdy and Phillip Lim, visual artist Ricardo Rivera and engineer Ry Harris capture the spirit of the brand's name, confronting hardships head-on in Genesis' "Keep Beginning" ad spots.

"The exhilaration of driving a GV70 is like experiencing something for the first time, every time, and that is core to the Genesis brand," said Wendy Orthman, executive director of marketing at [Genesis Motor America](#), in a statement.

"The Keep Beginning' campaign celebrates the emotion of starting something new and setting out into the unknown," she said. "We hope the passionate creators we featured in the campaign will inspire others to seek out their own new beginnings."

Genesis means

With the launch of the latest GV70 model, Genesis ushers in an era full of possibilities at the firm.

In light of the occurrence, a conceptual offering aligns fully with the concept of starting anew. The Genesis GV70 and first-ever Electrified GV70 appear side-by-side in a 60-second excerpt, out now.

Developed in collaboration with Innocean USA, the automaker's agency of record, "Keep Beginning" is slated to air nationwide during the college basketball tournament's first round, before continuing to run across broadcast and digital media platforms.

The selection kicks off with descriptions of anticipation and excitement each a sentiment that can be witnessed the moment a new model rolls off of the assembly line, or during an initial test drive, Genesis points out as the clip's cast struggle with their respective pursuits.

*The Genesis GV70, Electrified GV70 and a group of groundbreakers front the brand's latest*

"You know that feeling," says the narrator.

"The uneasiness, the excitement, the angst," the voice says. "Those butterflies are where your story begins."

"Chase them."

Audiences watch as Ms. Rivera reacts to disappointing news of a fallen fiscal deal. A shoe designer-turned-sustainable surfboard innovator, Mr. Harris expresses frustration as, rising from the waves, his apparatus is shown split in half.

Similarly, Ms. McCurdy is initially unable to bring her algae-based invention to fruition, wiping her station clean in one fell swoop.

Uplifting in tone, the production's talk track omnisciently advises the crew to push ahead anyway.

"Chase them through self-doubt and the uncertainty," the narrator instructs.

"Past the no's' and the never-going-to-happens,'" they say. "Through the setbacks, and the comebacks."

Throughout, the Electrified GV70's features are showcased.

A luxe grille emerges with haste from an underpass. Hidden underneath is a charging port, which accents the SUV Ms. Rivera is, in fact, shown dislodging her vehicle from its outlet within the first few seconds of the clip.

Face-to-face against uncommon hurdles, members of the crew opt to overcome in the face of adversity towards the ad's latter half.

Joined by her partner-in-design, Ms. McCurdy's carbon-negative clothing takes the form of a sequin dress, grabbing the limelight while draped upon a vivacious model.

Mr. Harris swims out to sea, successful in building the world's first zero-waste surfboard. Ms. Rivera parks her Electrified GV70 at the garage door of what is revealed as a warehouse, suggesting the investment loss mentioned earlier was recovered.

One by one, the stars of Genesis' excerpt lead by example, encouraging viewers to replicate the process of honing in on new possibilities as often as humanly possible.

[View this post on Instagram](#)

A post shared by Genesis USA (@genesis\_usa)

Those interested can learn more about the individuals at <https://www.genesis.com/us/en/keep-beginning.html>, where each entrepreneur is profiled.

The video's plot is skewed towards those undertakings sustainable in nature, backing a commitment from the company to becoming an all-electric vehicle brand by 2030.

The manufacturer is simultaneously pursuing carbon neutrality by 2035.

"Luxury has no end"

Genesis' first-ever Electrified GV70 makes its way into retailers in select markets this month.

The vehicle boasts an EPA-estimated range of 236 miles, with a charging time of 18 minutes, sharing the same high-caliber design standards as the rest of the Genesis fleet ([see story](#)).

Distribution arrives alongside another notable update, as Genesis announces that its eco-friendly model will be the first to undergo assembly in the U.S.

Along these lines, a number of luxury automakers have highlighted a "Made in the U.S.A." approach as of late ([see story](#)).

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