

AUTOMOTIVE

Boosting luxury's mid-sized vehicle class, Genesis unveils kinetic campaign

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The marketing push showcases the GV80, GV60 and Electrified GV70 SUV models. Image credit: Genesis

By ZACH JAMES

South Korean automaker Genesis is embracing current technology for its latest marketing endeavor.

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Taking over television airwaves as of Monday, the "Luxe is in the Details" campaign spotlights the manufacturer's line of SUVs. The initiative is seeking to disrupt the luxury automotive space, as the series of advertisements play with consistent motion, utilizing no stagnant shots, spurred by the usage of motion control cameras.

"The challenge for any young brand is to rise above the noise and garner attention in a highly distracted world," Karl Brauer, executive analyst at [iSeeCars.com](https://www.iseecars.com), Woburn.

"A secondary and even tougher challenge for young car brands is to produce genuinely appealing products in an extremely competitive industry," Mr. Brauer said. "Genesis has accomplished this with luxury vehicles that feature attractive styling, quality materials, advanced tech, and capable performance.

"With the product hurdle overcome, the brand now faces the challenge of garnering attention from discerning luxury shoppers, a goal this advertising campaign is clearly meant to accomplish."

Mr. Brauer is not affiliated with Genesis, but agreed to comment as an industry expert.

Luxurious details

Forged in collaboration with marketing agency Innocean USA, the "Luxe is in the Details" push is defined by constantly shifting viewpoints.

The latest motion control cameras, a tool commonly used in computer visual effects work that creates easily replicable movements out of otherwise impossible tasks for a human to accomplish, make the three spots' framing possible. Each spot focuses on particular models, including the 2024 GV80, GV60 and Electrified GV70 SUVs.

The campaign grants close-up looks at the line's defining features

"At Genesis, the craftsmanship, technology, and designs of our vehicles give the brand a bold and distinct identity," said Wendy Orthman, executive director of marketing at Genesis Motor America, in a statement.

"The 'Luxe is in the Details' campaign highlights the unique details our customers enjoy and encourages consumers to explore the brand's design focus and attention to detail, immersing themselves in the features that our products have to offer."

The moving cameras seem impossibly small, spotlighting the many minute details that make Genesis' vehicles stand out in extreme close-ups, from the upholstery to the multiple speaker grills. The automaker says that the three short films capture "the inherent beauty and details that make a Genesis truly unique."

It is rare to see such an up-close look at vehicles in advertising, a perk allowed due to the state-of-the-art technology used, including a combination of motion control rigging and probe camera lenses. according to the brand.

The GV80 starts at \$54,450 and is available nationwide

"We needed to leverage a brand truth that would help us stand apart from the many well-known nameplates in the category," said Jason Sperling, chief creative officer at Innocean USA, in a statement.

"We found our truth in 'details,'" Mr. Sperling said. "The level of detail, craftsmanship, and finish that go into every aspect of Genesis vehicles is astounding, and what matters most to an audience of luxury disruptors.

"My hope is that the brand breaks through a cluttered sea of category sameness and creates more desire than ever for these amazing vehicles."

The advertisements attempt to realize Mr. Sperling's ambitions.

Splashes of color alongside ambient lighting create a visually striking effect, blurring where the vehicle begins and ends, as the visuals transform the features into almost abstract figures of sublimity. The kinetic energy inherent between each shot is a major contributing factor to the engrossing nature of the spots.

Having begun its national rollout of the marketing materials, Genesis will expand the campaign into regional markets, as well as the social media world and other digital partnerships, according to the automaker.

Tackling trends

The "Luxe is in the Details" endeavor for the manufacturer's line of luxury SUVs is coming at an extremely opportune time.

A recent report showed that the luxury SUV market is currently booming, a trend that has been continuously growing over the past several years, with experts expecting it to continue well into the future ([see story](#)).

The GV60 and Electrified GV70 are available at select retailers, starting at \$60,415 and \$67,550, respectively

The first half of the year financial reports from British automaker Bentley ([see story](#)) and German car company Mercedes-Benz ([see story](#)) backed up the report's findings, with both corporations showcasing heavy shipments and sales in the most-demanded segment.

The key for many brands, aside from capitalizing on overall industry trends, is capturing the attention of the newer generations of consumers, which the series of videos is seemingly attempting to do.

"The tone and vibe of the ad feel targeted at younger luxury shoppers looking for something outside the norm in the luxury car world, which is a smart approach for Genesis given its relatively short history combined with its compelling product," said Mr. Brauer.

"The constant motion and music [are] very engaging and hard to ignore, important traits in a world overrun with constant stimulation competing for everyone's attention," Mr. Brauer said. "It's clearly a non-conventional approach, which aligns with Genesis' vision of the brand as a disruptor in the luxury space."