

AUTOMOTIVE

Genesis brings new brand platform to Canada

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High-end hospitality is at the core of the campaign and the manufacturer's operations in Canada. Image credit: Genesis

By ZACH JAMES

South Korean automaker Genesis is debuting new regional programming.

The brand's Canadian division is expanding its existing home test drive service to service the country's general population, marking the occasion with a new campaign. Centered Around You, launched last week, focuses on creating a high-end experience while purchasing a luxury car, rather than just the exciting venture of owning one.

"This campaign was developed to distinguish Genesis in the Canadian market," said Ryan Erdelyi, marketing manager at Genesis Motors Canada, in a statement.

"This comes through in the offering itself, but also the way in which we'll deliver it with imagery, storytelling and music that are driven by high-quality lifestyle-inspired photography to show the ways in which our brand attributes enhance the lives of owners."

New roads

While the service was originally launched in 2016, it was announced to be spreading across the country at the Canadian International Auto Show, which is running from Feb. 16-25.

Referred to as Genesis Canada's "new brand platform," the purchase model is said to make buying one of the automaker's vehicles a much easier and less time-consuming process, the manufacturer comparing it to high-end hospitality but in the automotive industry.

The campaign kicked off on Feb. 15

Centered Around You is built upon four core pillars: time, effortlessness, trust and respect.

The service is currently offered across nine vehicle models, the G70, G80, electrified G80, G90, GV60, GV70, electrified, GV70, GV80 and the GV80 Coupe, which was revealed alongside the campaign at the auto show.

"With a strong foundation built on guest enthusiasm and referrals, Genesis Canada is now ready to take the bold move to introduce itself and its brand promise to the general population of Canada," said Eric Marshall, director of Genesis Motors Canada, in a statement.

“We are evolving the common understanding that Genesis is a traditional car company to a brand that offers a guest-centric lifestyle experience for its owners.”

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At-home test drives are the first step of the modernized purchasing process rolled out with the new program. After that, customers configure their chosen vehicle online, lock in their trade-in value and financing without a long-winded negotiation and then have their new car delivered to their front door, all without ever leaving their house.

Meant to be as respectful of the consumer’s time as possible, the new flexible model is making the procedure a more on-demand service.

Alongside the digital-first offering, each purchase comes with the Genesis Complimentary Five-Year Care Plan, which includes all scheduled maintenance, software updates, roadside assistance, a comprehensive warranty and more, over the vehicle’s first 100,000 kilometers, or around 62,000 miles.

To bolster the hospitality-driven omnichannel initiative, the brand is further investing in constructing GRX, the Genesis Retail Experience centers, across Canada.

Human element

Centered Around You’s marketing campaign is set on the endeavor’s four main pillars.

Time, effortlessness, trust and respect, respectively, set both the titles and themes of each of the four promotional videos, each 0:15 seconds in length.

Top-of-the-line customer service is at the core of the expanded initiative

Genesis states that it is attempting to “carve out its own niche” in the luxury automotive industry, moving into a customer service model akin to that of a five-star hotel more than a car dealership. To solidify this transition, the brand has partnered with the Forbes Travel Guide to train and evaluate its staff members in the tenants of high-end hospitality.

The South Korean automaker has been active in advertising in the past several months, whether as the naming partner of a PGA Tour event, at the manufacturer’s New York-based cultural center ([see story](#)) or in traditional TV and social media spots ([see](#)

story).

Now, Genesis is paving its own way through the luxury automotive space which it entered less than a decade ago, taking roads less traveled by its competitors.

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