

AUTOMOTIVE

National ads from Genesis turns age into advantage

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Positioning freedom from legacy as a competitive advantage, the “Blank Canvas” initiative will run in the U.S. market through the end of April. Image credit: Genesis

By AMIRAH KEATON

South Korean automaker Genesis is offering a fresh perspective on luxury mobility.

The brand’s latest ad campaign recognizes its status as a relative newcomer in the industry, suggesting that its age is actually its superpower. Positioning freedom from legacy as a competitive advantage, the initiative, titled “Blank Canvas,” reintroduces Genesis; its U.S. television and streaming spots will run through the end of April.

“Our Blank Canvas’ campaign is a celebration of our brand’s fearless spirit in pursuing new adventures while continuously evolving to best fit the needs of our customers,” said Amy Marentic, chief marketing officer at Genesis Motor America, in a statement.

Clean slate storytelling

Produced by INNOCEAN USA, the brand’s U.S. agency of record, “Blank Canvas” positions Genesis as unbound by traditional expectations.

The message differentiates Genesis from its peers. Assets plug the G90 sedan, a vehicle that competes with models such as Land Rover Discovery and the Mercedes-Benz GLE, in addition to the GV80 SUV.

Ads are positioned as an expression of the brand’s new “Welcome to Genesis” creative

Reminding viewers of the brand’s future-oriented ethos, images of the company’s forward-looking concepts are also included in the advertising effort, which appear across U.S. streaming platforms and social media channels this month. A digital integration is now live on the automaker’s [site](#).

The X Gran Berlinetta debuted at the 2023 Gran Turismo World Series World Finals in Barcelona, Spain. Soon after, the high-performance racer was made available virtually via Polyphony Digital’s Gran Turismo video game at the top of last year.



Neolun, the brand's first full-size electric SUV concept, is also displayed in "Blank Canvas" advertisements. Image credit: Genesis

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Alongside visual storytelling, the campaign encourages viewers to imagine their own blank canvas moments, paralleling the journey of customers who value prestige but are seeking something new.

Breaking through with "Blank Canvas"

The Genesis story began in 2003 with the unveiling of a luxury concept vehicle, officially launching more than a decade later, in 2015.

"We have created this new Genesis brand with a complete focus on our customers who want smart ownership experiences that save time and effort, with practical innovations that enhance satisfaction," said Euisun Chung, then-vice chairman at Hyundai Motor Company, in a statement.

"The Genesis brand will fulfill these expectations, becoming a market leader through our human-centered brand strategy."

This is our legacy being built in real time. Welcome to Genesis. [#GenesisUSA pic.twitter.com/B6VWOENRuQ](https://twitter.com/B6VWOENRuQ)

Genesis USA (@GenesisUSA) [April 2, 2025](#)

Its name hints at the very nature of its origins, with executives sharing in a 2015 statement that "Genesis," which also means new beginnings, hints at the new values and standards that the brand will bring to the global luxury car market."

By late 2016, the company had touched down in the U.S., selling to consumers in one of the world's most lucrative markets for luxury auto sales. Genesis has made notable strides in the region since then, launching new models while raising its profile through design-led marketing releases and even hospitality-inspired brand experiences, such as its Genesis House flagship in New York ([see story](#)).

Though relatively young, even more so stateside ([see story](#)), the core message behind the manufacturer's "Blank Canvas" campaign may hold particular appeal for American audiences, who often favor disruption over tradition, leaning into cultural values of self-determination and innovation.

"The ability to be untethered from past legacy is one of Genesis' biggest strengths as a disrupter in the market," said Genesis' Ms. Marentic, in a statement.