

AUTOMOTIVE

Genesis harnesses Hollywood magic for ‘Signature Event’ campaign

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A meticulous attention to detail is at the core of the advertising. Image credit: Genesis

By ZACH JAMES

South Korean automaker Genesis is utilizing state-of-the-art technology to present its slate of sedans and SUVs.

Hitting the American airwaves March 1, the Signature Event campaign from the company spotlights its fleet of sedans and SUVs through dazzling visuals. Serving as a continuation of prior marketing endeavors, the brand is leaning on high-budget Hollywood production techniques to uplift its messaging.

“Every detail of the Genesis Signature Event’ campaign was meticulously thought out to help provide an immersive and elevated experience for our customer’s viewing,” said Wendy Orthman, executive director of marketing at Genesis Motors America, in a statement.

“From the lighting to the music soundtrack that features a personal touch of welcome chimes, key fob beeps, and EV sounds consumers are able to explore the brand’s timelessly designed vehicles that we have to offer in an enhanced visual connection.”

Driving forward

A meticulous attention to detail as well as a focus on experimental cinematography are at the core of the new marketing endeavor.

Continuing the Luxe is in the Details campaign launched last summer ([see story](#)), Genesis is playing with high-cost production tools to uplift its promotional imagery.

Genesis presents Signature Event

Honing in on Hollywood effects and camerawork, the automaker is unleashing Signature Event on television and social media this month.

Shot entirely on stage called the Volume, which surrounds the subjects in this case cars with a large, curved video wall that displays either pre-recorded footage or computer-generated imagery, the short film aims to immerse viewers in the Genesis experience. Massive movie and TV productions, such as *The Batman*, “The Mandalorian” and “House of the Dragon” were partially shot on Volume soundstages, adding an air of prestige to the automotive company’s latest marketing move.

Visuals take the watcher through an ever-changing landscape of light, as gold hues shine down on the white vehicles, contrasting

with the dark surroundings. The cinematography zooms inside and out of the vehicles, providing both close-up and wide shots of the mid-size models.

Adding another premium touch, the soundtrack is made entirely out of various sounds a Genesis vehicle can make, from motors revving to digital welcome chimes.

Despite these upscale additions, some experts are not sold on the campaign's promise.



Genesis is furthering a prior campaign with its latest advertising action. Image credit: Genesis

"While luxury product marketing often focuses on craftsmanship details like stitching and design elements, I do not think consumers pick one car over another based on those details versus the overall look of the car when they pull into valet parking and what it says about the buyer," said Allen Adamson, cofounder and managing partner of [Metaforce](#), New York.

"The new spots with rapidly flowing VR-type camera movement do not provide a clear sense of how these details add up and form a single visual statement," Mr. Adamson said. "While the production techniques may be interesting to younger consumers, I do not think they will effectively build the Genesis brand among younger or more mature audiences."

The lineup on display consists of six models: the G70, G80, G90, all-electric GV60, GV70 and GV80, spanning sedans and SUVs.

Difficulties of differentiation

As luxury markets continuously shift toward new horizons, the automotive category has remained mostly steady.

While companies are transitioning toward an electric future ([see story](#)), with many placing the technology at the core of their advertising placements ([see story](#)), the SUV segment has remained the largest driver of sales and, therefore, consumer interest, with this rise dating back to early 2023 ([see story](#)).



SUVs, electric or otherwise, dominate the industry. Image credit: Genesis

Genesis is platforming all of the above with their latest marketing, but has also been taking a diverse approach to promoting its products as of late, showcasing its varied approach.

Ahead of last year's college football season, it signed a deal to be the pre-game presenting sponsor of U.S. network NBC Sports' "B1G College Countdown Show," reaching millions of fans on game day throughout multiple team's campaigns to reach the postseason playoffs ([see story](#)). It has also sponsored Genesis Invitational as a PGA Tour for years, furthering its presence in the world of sports.

Differentiating itself from competitors in the space, the South Korean company is promoting a new brand platform in Canada ([see story](#)). Similar to Signature Event, it focuses on the experiential; in this case, streamlining the process of purchasing one of its vehicles to where the consumer would never even have to leave their home, even for a test drive.

Today, the issue for automakers is setting themselves apart from the pack, something Genesis' advertising aims to do, spotlighting the features that may not be present in its competitors' cars.

"Marketing cars has never been more challenging, especially at the high end of the market," Mr. Adamson said.

"Luxury cars are a sea of similarity," he said. "They all drive and look about the same and have similar features, from head-up display to voice activation."

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