



CHALLENGE EVERYTHING

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CAMPAIGN: MINT CONCEPT LAUNCH

CLIENT: GENESIS

AGENCY: INVNT

VISION

INVNT partnered with renowned luxury automotive brand Genesis, who had big plans to launch their new Mint Concept, the all-electric, luxury car for the city – ahead of the New York International Auto Show.

CREATIVE PERSPECTIVE

INVNT provided strategic and creative insight, while managing all production for the exclusive experience, which was the first official event to be held at New York’s new Hudson Yards development. The launch, which was live streamed globally via the brand’s social platforms, represented a partnership with interactive digital agency, VAST and INVNT’s own branded content team from HEVÉ. They collectively brought to life the ‘Small Car, Big City’ narrative through the lens of Genesis and Condé Nast title Vogue, who were involved in orchestrating the runway show.

The event was anchored by scenic elements including a giant pair of headphones, a lipstick and a handbag, and featured live music performances from Printz Board, Lipstick Gypsy and the

Sing Harlem Choir, all the while 75 dancers performed a series of choreographed acts and models showcased the fashions of world-renowned designer Prabal Gurung as they walked the runway.

The Genesis Mint Concept concluded the show as it dramatically travelled around the base of a significant landmark at Hudson Yards, ensuring the hundreds of guests had a front row seat to the global debut of the new concept. The design reimagines the iconic shape of the city car and has been tailored with respect to the needs of the modern lifestyle, and it represents a collaboration among Genesis Design Studios in countries including Germany, the U.S and South Korea. The Mint Concept serves as proof that luxury doesn’t have a size.

RESULTS

The event was an immense success, with Manfred Fitzgerald, Executive Vice President and Global Head of the Genesis Brand explaining: “We were thrilled to showcase the Genesis Mint Concept in this breathtaking setting at Hudson Yards in New York City. Our outstanding professional partners made this event a success, and thanks to INVNT’s seamless on-site delivery we were able to successfully create an unforgettable moment for Genesis and our Mint Concept.”

