Innocean Showcases its Live Marketing Expertise at the Geneva Motor Show

Contributed by Innocean Worldwide
Tuesday, 11 March 2014
Last Updated Tuesday, 11 March 2014

Innocean Worldwide Europe GmbH, the creative force working with automotive manufacturers Hyundai and Kia, showcase their expertise in Live Marketing by helping both brands to unveil key models at this yearâ€™s Geneva Motor Show.

Innocean Europeâ€™s COO, Johan Fourie states â€œThe Geneva Motor Show is one of THE most important global motorshows. This year, weâ€™re keen to highlight our expertise in Live Marketing which we believe is one of our best kept secrets. It provides tangible evidence of our ability to create truly integrated but differentiated solutions to two of our biggest clientsâ€•. Innocean Worldwide Europe recently declared its aggressive new business drive and is keen to highlight its work to prospective new Clients seeking truly integrated Marketing and communications solutions from â€œAbove the lineâ€• all the way through to â€œSpace and Designâ€• and a range of channel capabilities in-between, including digital and experiential. For Geneva and all other noteworthy motorshows in Europe, Innocean is responsible for all Marketing and Communication content as well as creative leadership and oversight of all booth-building and design elements. This even includes management and delivery of Hyundai and Kiaâ€™s all-important press conferences to key journalists in the motoring world. For Hyundai this year, Innocean will help the brand to premiere the All-New Genesis and Intrado; a concept car designed with pioneering lightweight construction combined with innovative fuel cell technology. Intradoâ€™s unveiling is supported by a series of creative films and integrated digital displays which leverage and build on the theme of â€œInspiration. Engineeredâ€•, coined by Innocean for Hyundaiâ€™s Brand Launch in 2013. Innocean teamed up with renown Swedish film director, Martin Lindros and worked in close collaboration with the Hyundai Motor Europe Technical Centre to bring Intradoâ€™s daring story to life; giving consumers a glimpse into the Brandâ€™s vision of future mobility, engineering a design aspirations with a more human voice. For Kia, Innocean helped launch the enhanced Sportage which serves as the Brandâ€™s ambassador as well as premier the GT4 Stinger concept sports car in Europe. Additionally, the Soul EV was dramatically unveiled at Geneva as the Hyundai Motor Groupâ€™s first globally marketed electric vehicle. The Soul EV encompasses a revised design that separates from iconic standard Soul to improve driving comfort whilst also reducing energy consumption. Supporting Kiaâ€™s electric story and brand communication theme, â€œRecharge your soulâ€•, Innocean created dynamic product films and illuminating visual content and graphics to instill a sense of pulse and excitement.
Lewis Hunt, Creative Director for Live Marketing at Innocean Worldwide Europe commented: â€œWith the designs for Geneva we created a unique immersive content-driven brand experience. This helped visitors explore the brands through fully integrated digital, film and architecture." Jamie Colonna, Chief Creative Officer of Innocean Worldwide Europe said: â€œThe design and delivery of multifaceted car shows is engrained in Innoceanâ€™s heritage and the display at Geneva is no exception. We believe our work showcases our expertise and creative strength in Live Marketing. We look forward to developing more ground-breaking experiential solutions for new Clients in the futureâ€•. For more information please vist: http://www.innocean.eu/ | @innoceaneurope Follow Market Research World on Twitter or join in the conversation with our LinkedIn Group