BRAND EXPERIENCE PORTFOLIO

KAYOUNG JANG

Building brands through experience. ▶ WATCH SHOWREEL



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PROFILE

FROM SPATIAL DESIGN TO BRAND LEADERSHIP.

14+ years building premium and luxury automotive brands across the Middle East & Africa — beginning in spatial and experiential design, and growing into full brand & communications leadership for Genesis and Hyundai at Innocean Worldwide MEA, with direct budget ownership, ROI accountability and market governance across 10+ markets.

14+

YEARS OF EXPERIENCE

US$11M

ANNUAL BUDGET DIRECTED

10+

MARKETS GOVERNED

2.66B

REACH, SINGLE UNVEILING





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KAYOUNG JANG · BRAND EXPERIENCE PORTFOLIO

GLOBAL PREMIERE

GENESIS X SKORPIO DESERT PREMIERE

Made brand duality tangible in the desert.

Abu Dhabi, UAE · Qasr Al Sarab, Empty Quarter · January 2026 · US$2.4M programme

CHALLENGE

Stage the global world premiere of the Genesis X Skorpio concept — proving athletic elegance meets extreme capability — for 150 global media, VIPs and distributors in the Empty Quarter desert.

MY ROLE

End-to-end programme direction: venue strategy, 8-car presentation architecture, 3-day desert guest journey, and global PR & social amplification.

KEY RESULTS

853	2.66B	$6.9M+	57.9M+
GLOBAL ARTICLES	TOTAL REACH	PR VALUE	SOCIAL IMPRESSIONS





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REGIONAL LAUNCH

GENESIS GV70 MEA LAUNCH

Turned a global tagline into live theatre — and theatre into demand

Doha, Qatar · Al Shaqab · Nov 2024 – Jan 2025 campaign

CHALLENGE

Launch the GV70 facelift across 8 MEA markets with a dual mandate: a 'Style meets Performance' media moment in Doha, plus a full-funnel digital campaign accountable for leads and sales.

MY ROLE

Directed the integrated campaign end-to-end — reinterpreting 'Style meets Performance' as an equestrian unveiling at Al Shaqab, staging a 20-vehicle fleet as an open content set for media and influencers, and running an 8-market digital campaign with per-market KPI ownership.

KEY RESULTS

3,236	$16.3M	56M
LEADS — 136% OF TARGET	PR VALUE — 296% OF PLAN	IMPRESSIONS — 107%





REGIONAL LAUNCH

GENESIS GV80 & GV80 COUPE MEA LAUNCH

Linked product, culture and hospitality into one journey.

Seoul, South Korea · April 2024 · US$2.1M programme

CHALLENGE

Move MEA media perception of Genesis beyond 'another car launch' by unveiling the GV80 facelift and Coupe at the brand's birthplace — a 5-day immersion in Korean design, technology and hospitality.

MY ROLE

Led the cross-continental programme for 102 guests — 16 media and 30 influencers with up to 1M followers — spanning Genesis Suji reveal, test drives, Motor Studio Goyang and cultural programming. Zero-incident logistics.

KEY RESULTS

102	12.4M	7.1M	490+
GUESTS HOSTED	EST. IMPRESSIONS	EST. REACH	STORY MENTIONS





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REGIONAL LAUNCH

GENESIS EV LINEUP REGIONAL LAUNCH

Made electrification feel human in AlUla.

AlUla, Saudi Arabia · Maraya · May 2023 · US$1.9M programme

CHALLENGE

Launch the first GCC-spec EV line-up in the region — GV60, Electrified GV70 and G80 — creating headlines and penetrating the fleet market while EVs were still unproven in Saudi Arabia.

MY ROLE

Directed the full launch: show production, private charter for 80 VIPs & media, unveiling at Maraya (world's largest mirrored building), 92km desert test-drive route, and the Genesis × Royal Commission for AlUla MOU ceremony.

KEY RESULTS

1ST	105	62	92KM
GCC EV LINE-UP LAUNCH	GUESTS INCL. ROYALS	VEHICLES OPERATED	DESERT TEST ROUTE





▶ HSBC REEL

▶ DUBAI OPERA REEL

SPONSORSHIP PLATFORM

HSBC CHAMPIONSHIP & DUBAI OPERA PARTNERSHIP

Turned sponsorship into a platform for participation.

Abu Dhabi & Dubai, UAE · Multi-year brand platforms

CHALLENGE

Position Genesis within the UAE's most prestigious cultural and sporting platforms — sustained luxury presence rather than one-off activation — to build affinity with HNW audiences.

MY ROLE

Directed brand experience across both platforms: hospitality journeys, vehicle presence, branding architecture and partner governance, aligning global brand standards with local execution.

PLATFORM REACH

78,219	52M+	300K+	224+
CHAMPIONSHIP VISITORS	MEDIA CIRCULATION	ANNUAL OPERA ATTENDEES	SHOWS PER YEAR





PRIVATE SHOWCASE

GENESIS G90
ONE OF ONE

Translated exclusivity into personal care.

6 GCC markets · December 2021 – April 2022

CHALLENGE

Introduce the bespoke G90 One of One to the region's most influential buyers — royal families and UHNW individuals — where endorsement drives national consumer trends, demanding flawless protocol.

MY ROLE

Directed a 4-month private tour across KSA, Bahrain, UAE, Qatar and Kuwait — royal palace presentations and invitation-only evenings at Park Hyatt, Four Seasons, Kempinski and Dubai Opera, with bespoke CMF kits and look books.

KEY RESULTS

6	30	150+	4-MO
GCC MARKETS	ROYAL PALACES	UHNW GUESTS	PRIVATE TOUR

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▶ MOTOR PARK REEL

▶ CINEMA REEL

PUBLIC ACTIVATION

HYUNDAI MOTOR PARK & HYUNDAI CINEMA

Twin activations at two historic moments of Saudi social change

Dammam · Riyadh · Jeddah, KSA · 2018–19 · US$5M programme (2 projects combined)

CHALLENGE

Earn brand affinity — with credibility, not opportunism — as Saudi Arabia opened two doors at once: women gaining the right to drive, and the return of cinema after a 35-year ban.

MY ROLE

Directed both programmes: Hyundai Motor Park — the Kingdom's first female-friendly driving experience across three cities and 32,600 sqm, with real-life driving scenarios, a Saudi Police safety partnership and Vogue and Marvel collaborations — and Hyundai Cinema, a showroom-to-cinema conversion with VOX Cinemas celebrating film's return to the Kingdom.

MOTOR PARK KEY RESULTS

23,862	6,066	3,918	43.6%
VISITORS — 101% KPI	LEADS — 112% KPI	TEST DRIVES — 102%	FEMALE LEADS VS 25% NORM

LET'S BUILD THE NEXT EXPERIENCE.

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