

A dark blue Hyundai Ioniq car is shown from a front-three-quarter perspective at night. The car's distinctive LED light signatures are illuminated, including the front grille, headlights, and a horizontal light bar across the front. The Hyundai logo is visible on the front fender. The background is dark, emphasizing the car's lighting.

HYUNDAI IONIQ Sole DXB 2025

Creative Strategy + Concept

Insights

"Technology is a glittering lure. But there's the rare occasion when the public can be engaged on a level beyond flash, if they have a sentimental bond with the product."

- Don Draper



Insights

People don't buy products , they buy feelings.

And few emotions are as powerful in marketing as nostalgia. From the charm of the '50s to the boldness of the '60s, nostalgia has long been used to forge emotional connections between brands and audiences. Today, it's Gen Z leading the cultural charge with a deep love for Y2K aesthetics, retro tech, and 90s sitcoms.

Insights

Gen Z is Bringing Back Retro Digital Cameras—Here's Why

Gen Z's enthusiasm for all things touchable is resurrecting the analog economy—and costing parents

Gen Z is bringing back outdated Y2K technologies, and it's not “nowstalgia”

From old digital cameras to music players, young adults seemed to be drawn to tech products that had been ousted by smartphones, in a global trend relaunching tech gadgets not perpetually connected to the Internet.



The vinyl record industry has enjoyed a resurrection largely driven by Gen Z.

JEENAH MOON - THE WASHINGTON POST - GETTY IMAGES



Insights

Hyundai's IONIQ lineup taps directly into this sentiment. With a design philosophy rooted in retro-futurism, and intended to merge the analog with the digital, as a tribute to Hyundai's journey. On multiple occasions, the brand has proudly highlighted this connection, celebrating the harmony between its past and its bold EV future.

Insights

Retro.Active.Adventurous.The 2024 Hyundai Ioniq 5.

Design: Merging Retro-Futurism with Modernity

As we are keen to position ourselves as a futuristic and leading EV brand that connects the ICE and EV era, we have taken inspiration for this campaign from the unique history of the pixel, which is a symbol of the connection between the analogue and the digital era.

The design pursued by IONIQ can be confirmed through the concept model that can predict the future of the brand. The EV Concept 45, unveiled in 2019, is a model that hints at the identity of the IONIQ 5, a tribute to Hyundai's first unique model, the Pony, and a futuristic retro design. In other words, it contains the intention to connect the past and future of Hyundai Motor's design. The parametric pixel, which expresses a futuristic retro design by applying geometric pixels to the lamp, has established itself as a unique design element of the IONIQ brand.

**Taking inspiration
from the past to design
for the future**

When it comes to the design of our IONIQ cars, the team at Hyundai will re-define the conventional norm of interior and exterior vehicle design. The design will create emotional efficiency entirely inspired by innovation. This begins with the IONIQ's signature 'Parametric Pixels' – a unique jewel-like design that will feature on the exterior of all IONIQ models, and represent the IONIQ brand into the future.

Rationale

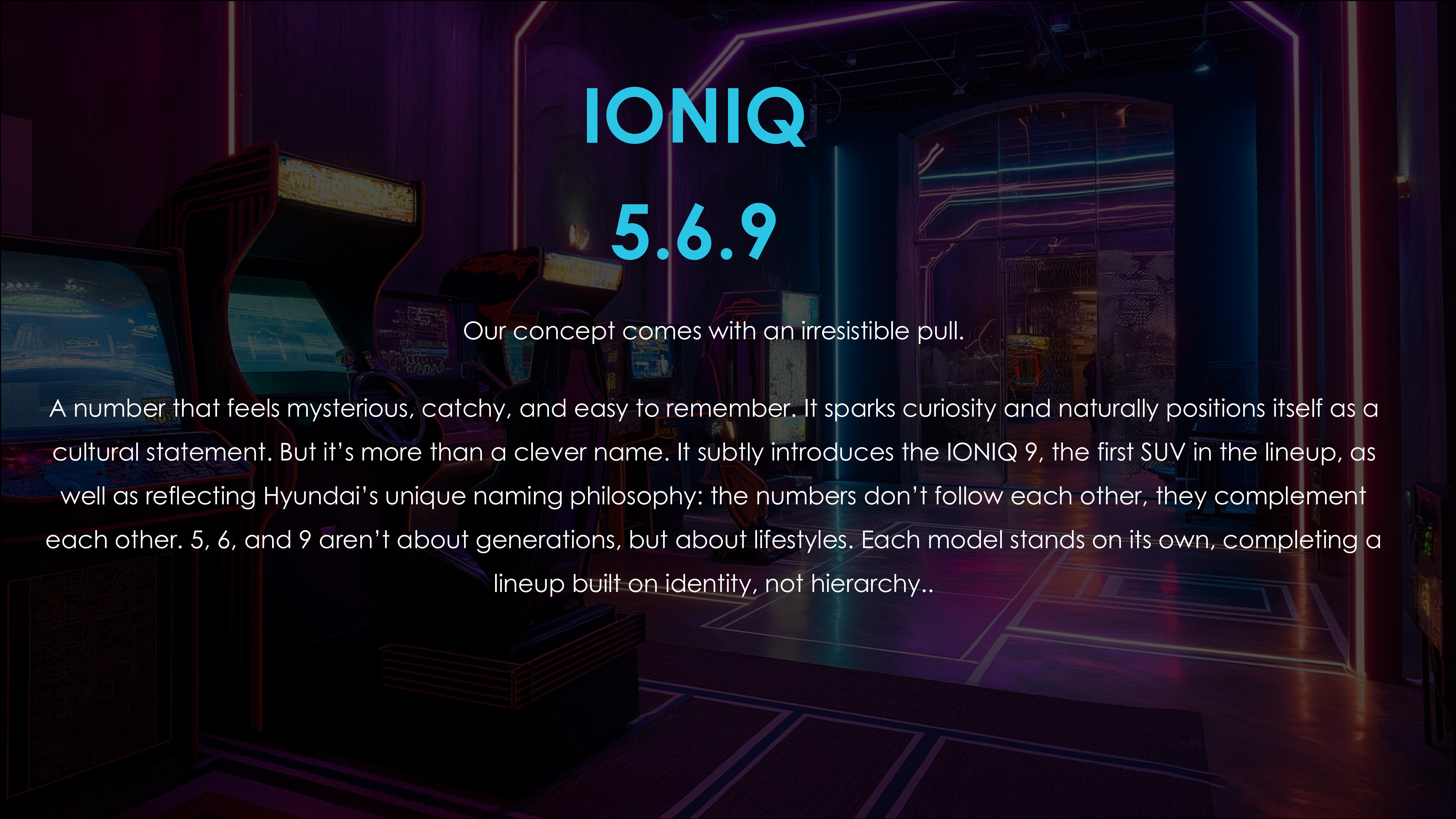
Gen Z's love for retro goes deeper than aesthetics, it's about reconnecting with what feels real. In a world of constant scrolls, they crave the tangible: vinyl, old cameras, walkmans, and retro tech that reminds them of simpler, more soulful times.

Hyundai already lives this philosophy. The IONIQ lineup fuses retro design with futuristic tech, a perfect blend of analog charm and electric innovation.

What if we pushed it even further?

What if IONIQ became more than a car and turned into the spot to be at Sole SXB and beyond.

Introducing



IONIQ

5.6.9

Our concept comes with an irresistible pull.

A number that feels mysterious, catchy, and easy to remember. It sparks curiosity and naturally positions itself as a cultural statement. But it's more than a clever name. It subtly introduces the IONIQ 9, the first SUV in the lineup, as well as reflecting Hyundai's unique naming philosophy: the numbers don't follow each other, they complement each other. 5, 6, and 9 aren't about generations, but about lifestyles. Each model stands on its own, completing a lineup built on identity, not hierarchy..

Fun.



The arcade is the perfect playground for
IONIQ 5.6.9.

It captures the essence of retro-futurism,
where neon lights, analog machines, and
nostalgic games collide in an irresistibly
cool setting. It taps into something simple
yet powerful: fun.

Shareable.



The vibrant neon lights and retro color palette create a highly Instagramable setting that begs to be shared. It's the kind of aesthetic that fuels user-generated content: bold, nostalgic, and perfectly on trend.

Active.



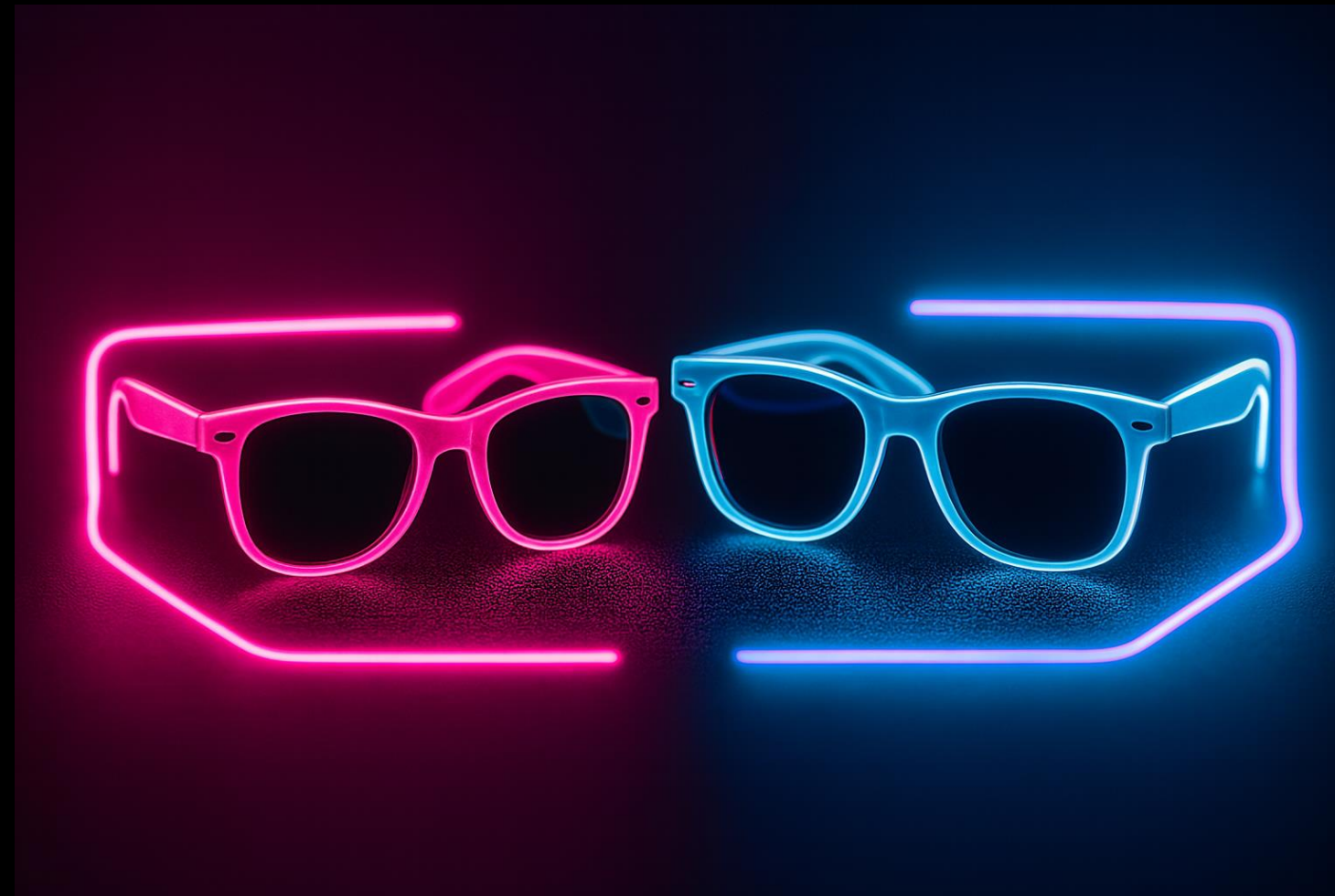
IONIQ 5.6.9 will keep the energy high with a mix of retro-style games: from racing to claw machines and mini singing booths. Each activity is designed to spark nostalgia, encourage play, and keep people coming back for more.

Retro Branded Giveaways



Visitors won't leave empty-handed; they'll walk away with on-trend giveaways. Washed-effect T-shirts with neon lettering, retro sunglasses, and caps branded with IONIQ and 5.6.9 won't just be souvenirs, they'll become wearable ambassadors seen across Dubai and beyond.

Retro Branded Giveaways



شكراً
Thank you.