



Connected Vehicle Systems Alliance (COVESA)

Global Automotive Alliance Pivots to an Evolved Mission and Brand

When is industry-wide brand recognition a liability and not an asset? Most member-driven, collaborative organizations would celebrate a clear understanding of mission and deliverables among its primary stakeholder group.



But what happens when that same organization has completed the initial mission for which it was launched? What if it decides to pivot to a different mission and scope of work to align to new and relevant problems facing its membership? What if it actually delivers fresh outcomes within that new scope, but cannot convince the industry that their well-known brand means something different now?

Situation: Mission Accomplished but Time to Reset

This was the challenge facing [Inventures](#)' client, formerly known as the GENIVI Alliance, now known as [COVESA](#) (Connected Vehicle Systems Alliance). GENIVI was initially launched to accelerate the broad adoption of an open source, in-vehicle infotainment (IVI) software platform. The clever naming of the alliance, GEN (referencing Geneva as a neutral place of coming together) and IVI (the acronym for in-vehicle infotainment), served the alliance well in those years when delivery and a growing adoption of IVI systems was prevalent.

Having accomplished its initial mission in 2016, GENIVI then looked to connected vehicles and car-to-cloud connectivity challenges as its next target for alliance work. And, while the alliance was successful in delivering an increasingly adopted, common method for describing vehicle data, and other connected vehicle work, the industry still thought of GENIVI as an IVI organization.

Approach: Evolving GENIVI

GENIVI set out to rebrand, redefine the alliance's mission, and strengthen its messaging around the great work being performed in an organization with significant brand recognition...for a different set of work.

The first step was to survey GENIVI's member and non-member primary stakeholders to determine major pain points and bring ranked-list of prospective new target areas to the Board. Based on the results expressed in the survey, the decision was made to engage a branding agency to work with Inventures' marketing team to execute a rebranding process that would include a new name, brand treatment, value proposition and messaging.

In parallel, marketing and technical leaders in the alliance were engaged to define how best to position the good work already being done into a technical scope definition and a set of projects that could be the basis for operationalizing the new brand and technical work. Finally, the legal team reviewed whether the former membership framework could be reused. The marriage of these threads of work resulted in the launch of an evolved scope and new brand -- COVESA -- at the semi-annual member event.

Results: Realignment is Proven Successful

COVESA has experienced a 30% membership growth since the announcement including three global automakers. Current member retention has held strong and the pipeline of prospective new members is full. Armed with a new messaging platform, the reset significantly increased adoption of the organization's primary deliverable (vehicle data standard) in the industry and growing interest in related topics of EV charging, data-driven services and software defined vehicle. Additionally, interest from other collaborative bodies wishing to leverage COVESA deliverables has increased.

Conclusion

Inventures appreciates successful brand recognition, but also helps its clients realize when a fresh brand and approach is needed. Our services and best practices allowed the alliance to define a new scope and brand, and kick-off a new mission that would convince the industry of its fresh approach and outputs.