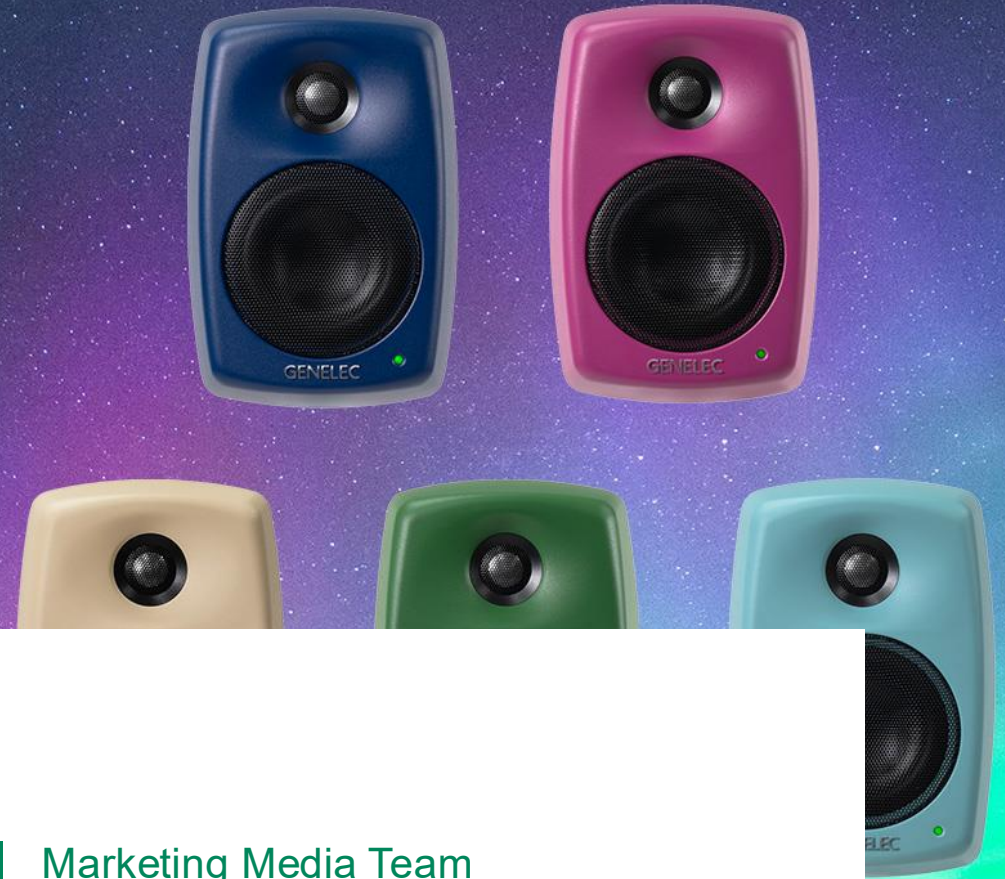


GENELEC® | Installed Sound

2025 Introducing RAL

Aurora concept

GENELEC.FI | GENELEC.COM



Marketing Media Team
April 2025

Campaign Overview

Campaign name: RAL Aurora

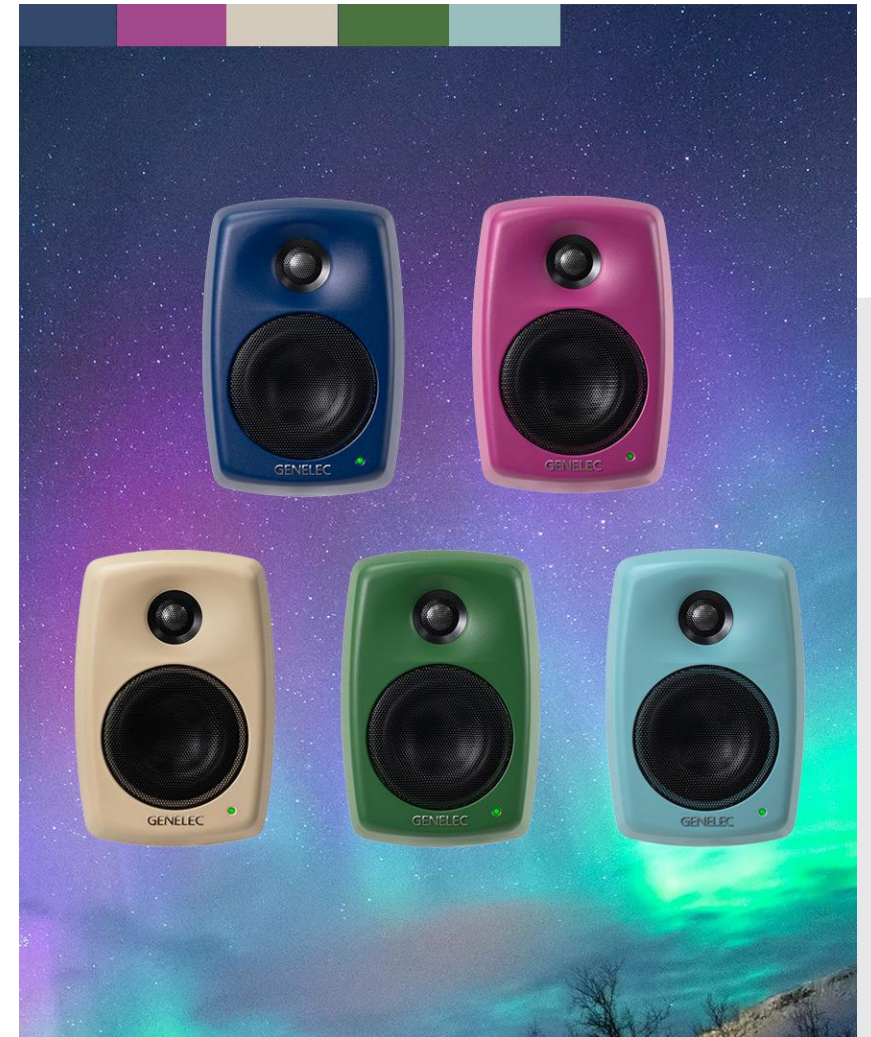
Objectives:

- Showcase the extensive range of 120 RAL color options.
- Drive traffic to the recently updated RAL page:
<https://www.genelec.com/av-installation-speakers/ral-colours>
- Increase brand awareness of the Genelec 4000/4400 series.

Campaign duration: Q2 2025

All assets have been developed for LinkedIn; however, the content is suitable for distribution across other social media platforms. Please download all files from our media bank. Should you encounter any difficulties accessing the portal, please do not hesitate to contact daria.mikhailova@genelec.com

30.4.2025



GENELEC®

Installed Sound Target Audiences

AV Integrators

Responsible for designing and implementing and at times also installing audio-visual systems in various settings. They work directly with end customers to choose the best AV solutions for the customers spaces.

AV Designers & Sound Designers

Professionals focusing on technical and creative design of audiovisual systems for various venues. They play a key role in determining which equipment meets the requirements of a space and the end customers needs.

AV/IT System Consultants

Advise and create AV and IT systems for businesses based on their tech infrastructure, incl. AV systems, integrating audio, video and control systems. They help ensure that the installed systems are efficient, integrate into existing setups and easy to use.

Procurement and Purchasing Managers

In charge of purchasing AV and IT equipment for businesses and venues. They often work with integrators, consultants and manufacturers to select the best products within a given budget.

Architects & Interior Designers

Influence AV decisions, focusing on functionality and aesthetics. They collaborate with the end users, AV consultants and designers to ensure that the products fit the design and sound requirements.

Installers / Electricians

Handle the physical installation of audiovisual systems. They need products that are easy to install and reliable, making them an important group to target with messaging and practical instructions.

AV Technicians

On-site technicians responsible for maintaining and operating AV systems. Their feedback is crucial in selecting systems that are reliable and easy to manage.

Venue Owners / Managers / End users

At times actively involved in decision-making by working with designers, integrators and consultants to meet their venue's needs.

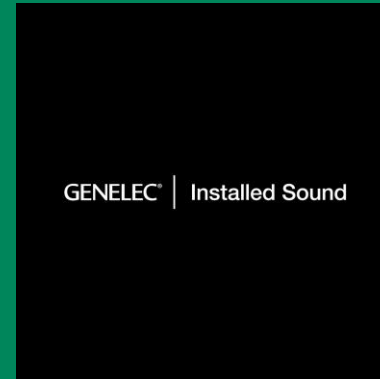
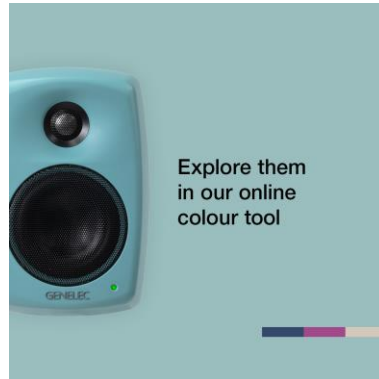
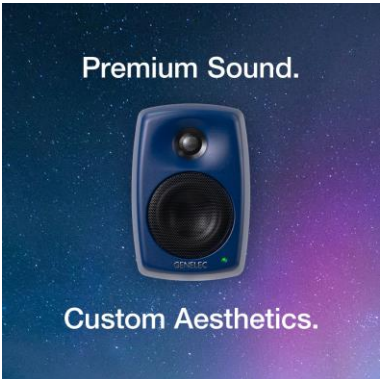
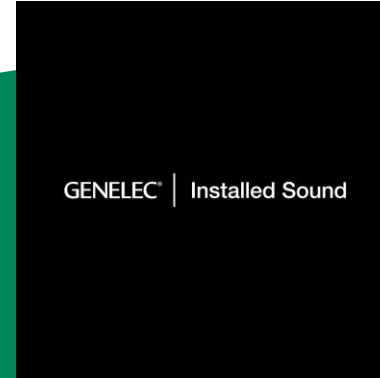
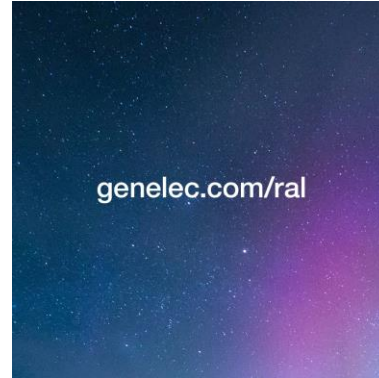
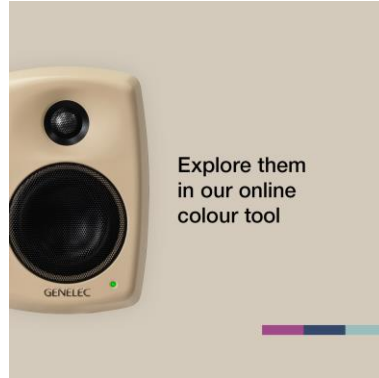
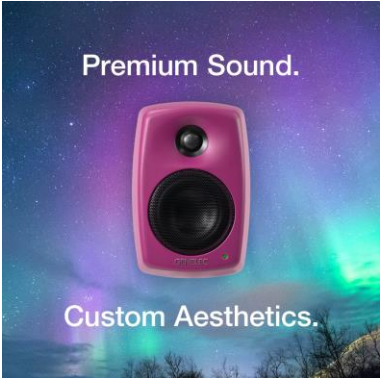
Single images

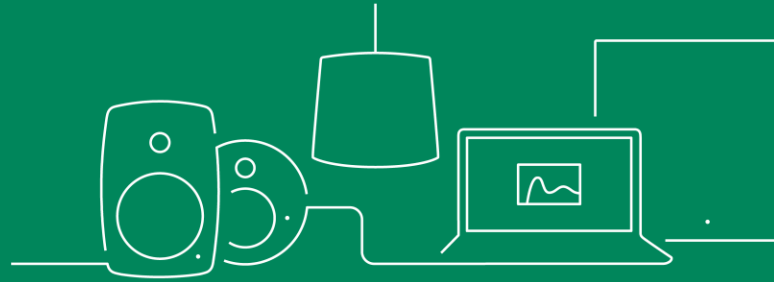
Create the right look with
any of 120 RAL colour finishes

Premium Sound.
Custom Aesthetics.

GENELEC® | Installed Sound

Carousels





Thank you!

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the sonic reference

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