

MULTICHANNEL

Lexus celebrates art and motion to bring attention to vehicles

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Lexus Strobe lightman

By NANCY BUCKLEY

Toyota Corp. automaker Lexus is continuing its “Amazing in Motion” campaign with the STROBE project in Kuala Lumpur, Malaysia.

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Luxury Daily

In this new video, the LED-dressed acrobats tumble through the city to showcase the intricacy and beauty of motion. The campaign celebrates art, technology, innovation and movement in film while simultaneously highlighting the same elements in a Lexus.

"This film truly embodies amazing in motion since all the action was actually shot — not done with special effects," said Brian Bolain, corporate manager of **Lexus** marketing, Los Angeles.

"And the journey portrayed involved Lexus quite explicitly since the "light man" was seeking out the all-new RC," he said.

"The overall campaign is intended to demonstrate Lexus' commitment to creativity and to show a different side of the brand.

"As the brand has now expanded to over 80 world markets, it is more important than ever that there be some common understanding of what Lexus represents that transcends any

barriers that language might present."

Moving art

The STROBE project is the third edition of the Amazing in Motion campaign. It features Lightmen in custom-made LED lightsuits that were individually controlled to light up on a command.

Lexus' lightsuits were crafted by a Hollywood costume designer and a technical director. Each suit has 1,680 LED lights that are wirelessly controlled to strobe on command.

Embedded Video: [//www.youtube.com/embed/jhBfeYxTUB0](http://www.youtube.com/embed/jhBfeYxTUB0)

STROBE video

The film is one minute long and features lit up silhouettes leaping throughout Kuala Lumpur from building to building. The final jump lands the figure on top of a Lexus.



Behind the scenes of video

Lexus teased the video for the past few weeks with short clips of the lightmen in the production process. Also, two documentary style films have been released.

“STROBE: Lighting in Motion” is a documentary video that explains the project and the creation of the lightsuits. The video quotes the film’s director, Adam Berg, saying, “This was a project about recreating movement without gravity, hindrances or boundaries.”

The other documentary, “STROBE: Engineering Motion,” is about the engineering behind the flying effect seen in the video. Lexus joined forces with local experts and engineers to organize the production and used professional stuntmen, acrobats and martial art experts as the lightmen.

Behind-the-scenes videos offer a glimpse at the work and dedication that went into the film.

Embedded Video: [//www.youtube.com/embed/4Ke_nlon_Tc](http://www.youtube.com/embed/4Ke_nlon_Tc)

Behind the Scenes video

The Amazing in Motion campaign has two previous videos, SWARM and Steps. These two also embody the balance between art, technology and movement.

Embodying values

Brands sometimes cannot solely market their products. Instead, by focusing on a theme or value of the brand, advertising can be just as effective as a product endorsement ad.

For instance, Jaguar Land Rover was inviting fans to follow global brand ambassador Ben Saunders as he embarked on an 1,800-mile, four-month expedition from the coast of Antarctica to the South Pole on foot.

“The Scott Expedition,” if successful, would have been the world’s longest unsupported polar journey in history and aligned with Land Rover’s projected image of rugged trailblazing. Investments in ambassadors can yield high returns when they engage in enterprises that reinforce core brand values ([see story](#)).

While automotive commercials tend to be singular in their push for sales, commissioned short films generally step away from self-promotion and celebrate broader areas of life.

Consumer relationships begin with the vehicle, but brand loyalty often arises from the values a brand embodies outside of commerce. Film happens to be an effective tool for broadcasting these values, and luxury automakers regularly commission videos where they play a minor role ([see story](#)).

Showcasing a brand’s values can depict more than a product. Lexus is demonstrating its commitment to art, technology and motion with the Amazing in Motion campaign.

These qualities are found in Lexus vehicles, but the videos show a unique take on the features of the brand.

“The art installation is amusing and a bit disorienting,” said Chris Ramey, president of [Affluent Insights](#), Miami, FL.

“The beat is consistent with the goal of every luxury marketer; drive home the message,”

he said.

"Art and art installations will increasingly become a pillar for advertising luxury brands as commercialism is increasingly considered crass.

"Blurring the line between luxury brands and art is a primary trend in luxury marketing."

Mr. Ramey is not affiliated with Lexus but agreed to comment as an industry expert.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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