

TELEVISION

Lexus mixes humor with technology in latest TV spots

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Lexus TV spot

By JOE MCCARTHY

Toyota Corp.'s Lexus is targeting young professionals in a pair of television spots for its new IS and ES sport sedan models.

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Luxury Daily

The two spots effectively aim for relatable humor, showing actors in mildly vexing situations. As television continues to adapt to the digital world, automakers will continue to turn to the channel to reach the traditionally broad swaths of consumers available.

"One way for brands to supplement TV ads to reach a younger target audience is to work with influencers on various social media platforms," said Kyle Wong, CEO of [Pixlee](#), San Francisco.

"With the younger audiences, there are many more potential branded touch points, and working with these influencers provides a different perspective around your branded story," he said.

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

[Lexus](#) was unable to comment by press deadline.

Spur of the moment

The first spot, "Remember," is for the ES model and highlights the vehicle's integrated technologies in a series of relatable scenarios, conveying to consumers how the car can facilitate plans.

"Remember" begins with a couple enamored with one another driving toward an event. As they park at their destination, the woman looks quizzically at her partner and asks him if he remembered the invite, which he did.



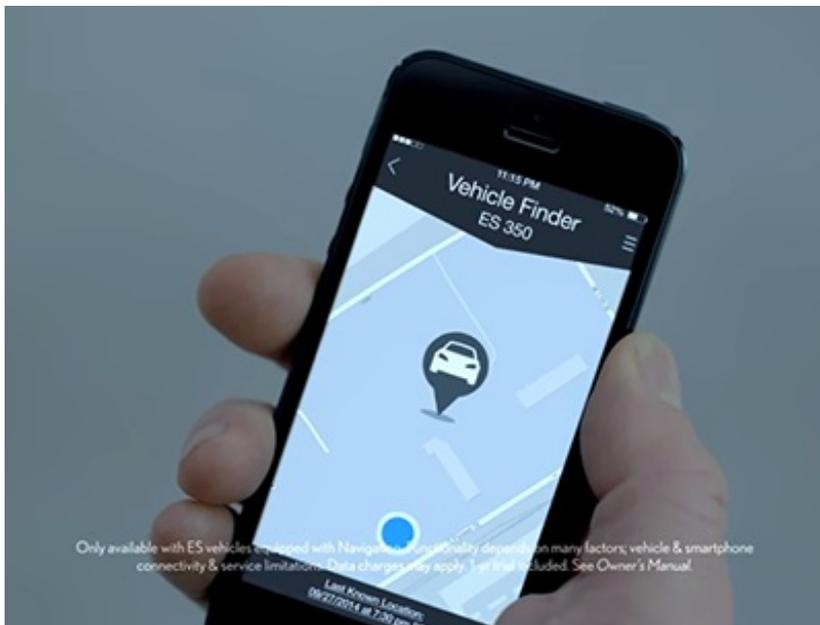
Video still

In the next scene, she asks if he remembered the reservation, which he had saved in the integrated dashboard.



Video still

On another evening she asks him if he remembered the tickets and the commercial concludes with her asking where they parked, which he locates on his Lexus mobile application.



Video still

The ES 350 sport sedan starts at \$37,550.

Embedded Video: [//www.youtube.com/embed/CkUXNuHGpvE?list=UUEDHfFp2GZonrhuAaz7VjPw](https://www.youtube.com/embed/CkUXNuHGpvE?list=UUEDHfFp2GZonrhuAaz7VjPw)

Remember

The spot for the IS model is called "No Good Deed" and shifts from mundane to out of the ordinary. A man enters his apartment and is alarmed by water that is falling from the ceiling forming a huge puddle on the ground.



Video still

He goes up one floor and begins knocking on the apartment above his to locate the source of the leak. A drenched woman opens the door and returns to trying to block the broken valve in her sink with her hands, only to have the man take off his shirt to hold back the water.



Video still

The woman's partner comes through the door at this moment and a "it's not what it looks like" scene ensues.



Video still

The commercial ends with the do-gooder racing to his Lexus IS, which the narrator tells the audience is exactly what it appears to be.

Embedded Video: [//www.youtube.com/embed/urthkwrW75w?list=UUEDHfFp2GZonrhuAaz7VjPw](https://www.youtube.com/embed/urthkwrW75w?list=UUEDHfFp2GZonrhuAaz7VjPw)

Video still

The IS 350 F Sport starts at \$44,155.

Lexus has been airing the commercials since early September and will continue to show the spots during highly watched broadcast and cable programming over the coming weeks.

The long game

Lexus has shown an unswerving commitment to television.

In fact, the automaker teamed up with Comcast Media 360 for a branded television channel to consolidate content and build relationships with Xfinity customers.

The channel allows the automaker to extend the duration of campaigns and raises the likelihood that an impactful impression will be made. Despite the sirens surrounding television, the advertising platform has proven resilient ([see story](#)).

Also, Lexus is experimenting with a new form of television advertising that enhances the channel's relevance in the digital world.

The automaker introduced skippable ads on Smart TVs and received surprisingly strong interaction rates. As the nature of TV viewership changes, brands have to find ways to ensure that their spots are actually watched ([see story](#)).

Final Take

Joe McCarthy, staff writer on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/CAfeQvvHpiA](https://www.youtube.com/embed/CAfeQvvHpiA)

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