

ADVERTISING

Lexus takes multichannel approach on RC campaign

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Lexus RC F

By NANCY BUCKLEY

Toyota Corp.'s Lexus is introducing a new campaign for the RC 350 sport coupe and the RC F performance coupe that includes several videos and advertisements that will appeal to a wide range of consumers.

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Luxury Daily

The automaker is creating several versions of its ads for these two vehicles to attract consumers from different cultural groups. This tactic will help the car appeal to multiple demographics of Lexus consumers and will create more buzz around the new campaign and the vehicles.

"The RC and RC F highlight Lexus' continued progress in engineering vehicles that push boundaries in both design and performance," said Brian Smith, vice president of marketing at [Lexus](#), Torrance, CA.

Integrated campaigning

The RC and RC F were created from a blank canvas and designed to be unique and hold its own look and performance standards. Lexus has tried to model its campaign for the vehicles after their story.

Two main videos have been produced to lead the campaign. These ones include “Face Off” and “No Limits.”

Face Off tells the story of a man who comes upon a parked coupe and when he clicks the key in his hand the light bulbs burst before he gets in and drives out away. The commercial points to the adventurous spirit of both the man and the vehicle.



Lexus' new RC

The other video, No Limits, shows the RC F on a racetrack and cuts against images of athletes running and breaking through glass. These athletes likely parallel the performance barriers Lexus hopes to break as well.

In addition to these two, three other videos were created to be tailored to certain audiences.

"Flex Your Drive" is geared toward the Black audience, "Shatter" toward the LGBTQ population and "Control Power" for the Latino consumer.

Each video is tweaked a bit to accommodate the certain audience.

Embedded Video: [//www.youtube.com/embed/bDSt_KEWjF0?list=UUEDHfFp2GZonrhuAaz7VjPw](https://www.youtube.com/embed/bDSt_KEWjF0?list=UUEDHfFp2GZonrhuAaz7VjPw)

Face Off video

For instance, Shatter focuses on the progress the brand and the audience have made by showing the RC F breaking through barriers by standing out from the crowd.

All of the commercials will air on television on both network and cable television. Specifically, the videos will be on certain sport networks and events.

The print advertisements will run in publications such as GQ, Wired and Motor Trend.

A Lexus RC Flipboard will be present on publishing Web sites such as Esquire and Bon Appétit.

On social media, Lexus will run targeted video ads on Tumblr, among one of the first

brands to do so.

The entire campaign for the vehicles is being monitored and promoted on the brand's social media platforms.

RC focus

Lexus has been creating a buzz around the vehicles.

For instance, the automaker generated interest in the 2015 Lexus RC F with a motion-controlled driving simulator.

Interested consumers could receive an authentic sense of the model, while also engaging with Oculus Rift technology for perhaps the first time. As virtual reality technology becomes more widespread, automakers will likely implement the technology in showrooms and dealers everywhere ([see story](#)).

Lexus looked to stand out at this year's New York Fashion Week Sept. 4-11 with a multi-faceted installation by British fashion designer Gareth Pugh.

The automaker made the Lexus RC F performance coupe a centerpiece of the event. Design Disrupted and similar campaigns have helped Lexus associate its brand image with innovation ([see story](#)).

Creating a large campaign will likely reach all interested consumers.

"This marketing campaign visually represents the goal of breaking barriers and speaks to adventurous consumers who are looking for the next big thing," Mr. Smith said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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