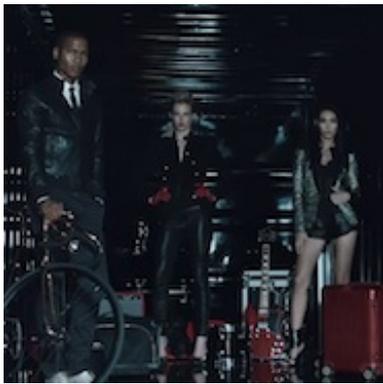


INTERNET

Lexus looks to woo Facebook users with targeted ads

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Lexus targets younger consumers

By NANCY BUCKLEY

Toyota Corp.'s Lexus is using Facebook's advertising data and targeting tools to reach niche audiences with more than 1,000 videos created to appeal to different types of consumer.

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Luxury Daily

The short films feature the Lexus NX, a vehicle the brand has been targeting to younger consumers, and includes different analogies between objects and the car. Using digital targeting tools on social media allows brands to reach consumers in a more individualized manner, but may also raise concerns about advertisements being too personal.

"When you're more relevant, you're more persuasive," said Craig Crawford, group creative director at **Team One**, Los Angeles.

"Thanks to the power of Facebook, we know what people are passionate about, whether they're our target, where they live, and even what they currently drive," he said. "Using this information we were able to accurately target our audience, and micro-tailor the communication, so our message would come through more powerfully. What excited us

beyond that was the opportunity to partner with Facebook, and use their platform in a way no one had ever done before.”

Lexus’ campaign was created in collaboration with Team One and [Facebook](#).

Looking younger

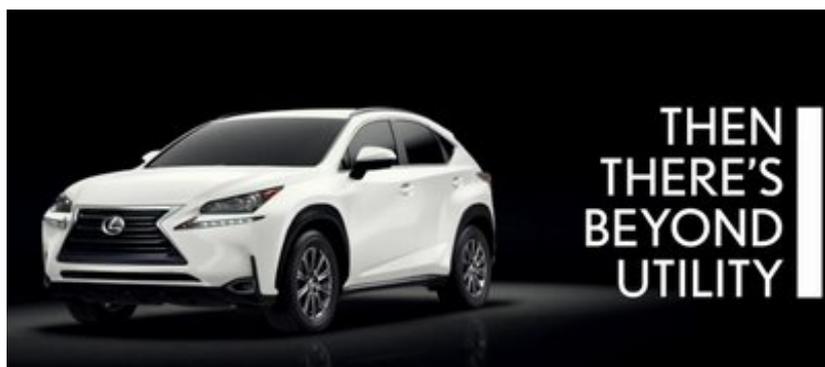
Lexus has been engaging consumers in an omnichannel campaign that encompasses several media outlets to reach a wide range of consumers.

The Lexus NX crossover, available as a hybrid or turbo model, is aimed at the younger active and urban consumer. With television commercials, targeted auto-play social advertisements and print ads, Lexus is likely to seize the attention of the intended consumer ([see story](#)).

Lexus typically has an aging consumer-base. Previously, the brand was popular among baby boomers, but recently it has been shifting toward younger consumers. For instance, Lexus created a way to connect with consumers this holiday season through branded graphics interchange formats, or GIFs.

With the application PopKey, consumers can send and share GIFs with one another, and Lexus created several GIFs to appear on the keyboard that showcase vehicles with bows or in the snow. By presenting consumers with shareable, fun items, Lexus is likely creating a connection with the younger generations of consumers and encouraging potential social media posts among these consumers ([see story](#)).

“The Lexus NX target are passionate, urban affluents who refuse to compromise design for function,” said Teri Hill, media manager at [Lexus](#), Torrance, CA. “Both the vehicle and the campaign appeal to social, highly engaged youthful consumers.”



Still from Lexus ad

This Facebook campaign consists of 1,000 videos, each one slightly different to adhere to the Facebook user’s likes and interests.

For instance, if a person has had Facebook activity revolving around a ski trip, ads can be targeted toward winter sports.

Lexus’s ads consist of analogies between the NX and other items that makes comparisons between plain utility and stylishly useful items.

For example, one of the video ads starts with an image of a duffel bag and it says

“transports things” next to it. The next image is a suitcase with the same message. Two coats follow with “keeps you warm” written beside the images.

After the coats slide away “there’s utility” appears on the white screen in black letters and “then there’s beyond utility” is written in white letters on a black background with a white Lexus NX beside the phrase.

[video width="420" height="225" mp4="https://www.luxurydaily.com/wp-content/uploads/2015/02/NX_Handbags-Chairs_Never-Compromise-Style.mp4"] [/video]

An NX Turbo vehicle appears and “go beyond utility” is the message that signs off the video.

Other films are similar to this with men’s luggage and coats, shoes and street signs and women’s handbags.

Big Brother ads

Privacy and security are major concerns for online shoppers, with 91 percent of consumers worried about their control of personal information gathered and used by companies, according to a report from Adroit Digital.

Online privacy laws are designed to protect consumers from fraudulent activities, but 73 percent of shoppers think online privacy is an illusion. Luxury brands with ecommerce options are handling information of consumers with higher credit limits and larger checking accounts than the average shopper, so offering and upholding strict privacy and security regulations are vital for gaining consumers’ trust ([see story](#)).

When using targeted advertising, it is imperative that brands remember to utilize a user’s information in a way that does not invade what they deem as personal.

“It was a media challenge: How do you target so precisely without making it feel intrusive and too 'Big Brother' like?” Mr. Crawford said. “A Production challenge: How do you create so many versions without creating chaos? And it was a creative challenge: How do create a simple, powerful piece of content, and make it modular enough to be infinitely adaptable?”

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/NmFqbNd0HVc>

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