

MOBILE

Lexus drives interest in LS with image-centered Vanity Fair ad

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Lexus LS sedan

By SARAH JONES

Toyota Corp.'s Lexus is showing off the physical attributes of its LS models with an advertisement on Condé Nast title Vanity Fair's mobile-optimized Web site.

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Luxury Daily

Lexus' ad references its photo series with Wired magazine, "Vision Beyond the Visible," but instead sends consumers to its product page for the LS, where they are met with a more realistic interpretation of the model. While the landing page may be less conceptual than the photo series, it better enables consumers to learn about the vehicles.

"An ad should always be aligned with its landing page. There are no exceptions," said Shuli Lowy, marketing director at [Ping Mobile](#), Beverly Hills, CA. "In this campaign, the ad creative promotes the Lexus 'Vision Beyond the Visible' campaign. The landing page, however, is not the Web page that features the Lexus Vision Beyond the Visible photo shoot.

This demonstrates an elementary disconnect between the banner content and landing page," she said. "It almost feels like someone pasted in the wrong link when organizing the media buy. We expect more of Lexus.

"It's possible that Lexus did not want to drive consumers to the photo-shoot landing page because it isn't mobile optimized. If that were the case the brand should have changed the banner ad creative which is driving consumers to the landing page.

"An ad that's focused on getting consumers to explore a car should highlight that in the original banner creative. A banner that features the Vision Beyond the Visible campaign should lead to a page that showcases the Vision Beyond the Visible photo shoot."

Ms. Lowy is not affiliated with Lexus, but agreed to comment as an industry expert.

Lexus was unable to comment before press deadline.

Commerce over content

Lexus' ad ran as a pop-up on the Hollywood section of Vanity Fair. Placed on a black background that removes the site's content from view, the ad shows a grey scale, slightly distorted image of the car, with the headline "Vision beyond the visible."

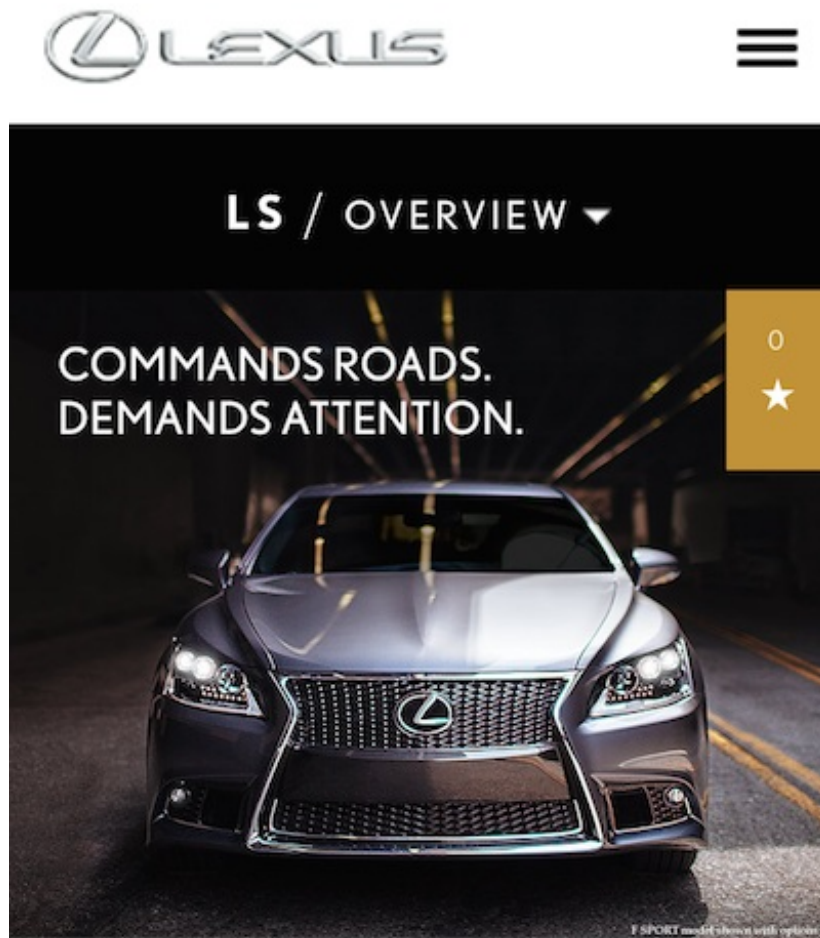


Lexus ad on Vanity Fair

Consumers are told that the images in this series are inspired by the "visionary" LS, and

they are invited to explore the photos.

On the landing page, instead of navigating to the series on Wired, consumers are taken to a dedicated LS page on Lexus' Web site.



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Landing page

Here, consumers can read an overview on the LS and learn about the different vehicles within the classification, including the LS 460, LS 460 F Sport, the LS 600h L and the Crafted Line. Via this page, the models outside of the Crafted Line can be customized with different exterior, interior and wheel options.

For consumers unsure of which LS to pick, Lexus offers a “compare” feature, which tells the viewer the top competitors for each model from other makers once a Lexus vehicle is chosen.

Further down the page, consumers can peruse a gallery of photos and videos of the interior and exterior of the cars, giving them a better idea of the differences between styles of LS vehicles.

LS / OVERVIEW ▾

PHOTOS AND VIDEOS

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Landing page

At the bottom of the landing page is a search feature to find a local dealership.

If consumers see the ad and look for Vision Beyond the Visible on their own, they will find it on a dedicated page on Wired's Web site. Wired teamed with photographer Daniel Thomas Smith and took inspiration from the LS to "present a POV a little less than expected."

The LS includes a thermal camera to track objects in its path, so Mr. Smith took a similar device and captured his subject.

A 3D image showing a woman stretching and contorting and then returning to one piece mimics the process used by the LS vehicle's radar system.



Lexus on Wired

Other photos demonstrate the infrared cameras and stereoscopic cameras used to track lanes ahead of the driver.

One of the photos from this series was used in Lexus' Vanity Fair placement.

Audience selection

This ad follows up Lexus' appearance in the most recent Vanity Fair print edition.

Gucci, Giorgio Armani and Prada were among the luxury fashion houses to show off their "swank" and "swagger" in March's twenty-first annual Hollywood issue of Vanity Fair.

With awards season wrapping up just as the latest issue of Condé Nast-owned Vanity Fair hit newsstands and mailboxes, luxury advertisers were able to easily align their fashions with celebrities on the red carpet. Vanity Fair's annual Hollywood issue, a collector's special edition of the imprint, is looked forward to each year by readers due to the sophisticated access the publication gives to the lives of celebrities ([see story](#)).

For other models, Lexus has used social media to reach a targeted audience.

Toyota Corp.'s Lexus used 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.

The short films featured 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 ([see story](#)).

This ad placement will help drive awareness for the LS with an audience likely to be interested in a luxury vehicle, sending consumers on the first steps of the purchase path.

"Readers of Vanity Fair have a deep appreciation for the extra spice found within a luxury product," Ms. Lowy said. "Lexus feels that the audience that is in the market to consider and admire luxury fashion would overlap with an audience which is more likely to appreciate and spend a premium on luxury cars.

"This ad placement is trying to drive interest in the LS," she said. "Lexus understands that

people don't buy cars on their phones. Mobile, however, plays a huge role in building consumer interest and desire in their search for the perfect car.

"The campaign is focused on engaging consumers and providing them with rich opportunities to explore specific Lexus models. The landing page strategically lets consumers find the nearest Lexus dealer so that they may follow up with next steps if they're ready for it."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/553JwhdLaBg>

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