

MULTICHANNEL

Lexus hosts rap battle to generate interest in latest model

March 31, 2015



Lexus 'NX Turbo

By JEN KING

Toyota Corp.'s Lexus is hosting a talent show of sorts with "The Tonight Show Starring Jimmy Fallon" to find the best rapper.

Sign up now

Luxury Daily

Lexus asked consumers on social media to "show 'em what you got" for the chance to win a Lexus NX F Sport model by uploading a rap song to Vine. This initiative's use of the video sharing application will likely appeal to millennial consumers familiar with the app, and interested in Lexus' models.

"Entertaining your audience is a far more effective means of reaching them with your messaging as opposed to simply having a product focused ad," said [Brian Honigman](#), New York-based content marketing consultant and social media marketer. "The comical nature of the contest brings a humanizing angle to a traditional serious automobile brand."

"This limits how long each entry is due to the six second nature of the platform, which requires creative constraints from participants," he said. "These rap entries are far more memorable when short as opposed to these entries being full length songs or videos."

"Not to mention, Vine is a part of the Twitter ecosystem, which helps provide additional

visibility for the entries in the contest, for example visibility of the new Lexus model."

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

Lexus did not respond by press deadline.

Rap superstars

A link shared in Lexus' post on social media redirected consumers to the NBC Web site's dedicated page for The Tonight Show with Jimmy Fallon. Here, the consumer learns that they can "rap [their] way into a brand-new Lexus NX Turbo" along with the contest rules.

The Web site for The Tonight Show contest with Lexus includes a video from March 20, with host Jimmy Fallon explaining the model—the first Lexus NX 200t F Sport—and how to enter using Vine. Mr. Fallon encouraged submissions to be funny and creative, and entries must be six-second in length, the maximum time span of a Vine clip.

Writers from The Tonight Show rap an example to give viewers a better sense of what Lexus and the show's producers are looking for in a winner. Entries must be tagged with the #TonightShowLexusContest hashtag to be considered.

The Tonight Show with Jimmy Fallon contest announcement

In his introduction to the contest, Mr. Fallon also informs viewers that on the contest Web site special background music can be downloaded to help with the flow of the Vine. Available in 6- and 30-second clips, the background music has an upbeat tempo that relies on a drum machine and other electronic dance instruments to create the beat.

Participants are eligible to enter only once a day through April 4, with the winner being announced on The Tonight Show on April 10.

The popular nighttime talk show will likely see a boost in viewership as participants tune in to see if they have won. Also, since participants must follow @FallonTonight on Twitter, the show's social media awareness will grow.

Until the contest's conclusion, The Tonight Show will upload daily entries to a highlights gallery. As of press time, the gallery held a significant amount of entries ranging from millennial men and women to older consumers and entire families. The comical nature of Lexus' rapping talent search is likely to make an impression among young millennial

consumers who associate the automaker with an older, more mature demographic.

The user-generated content gallery and contest overview can be found [here](#).

User-generated contest

User-generated content has allowed brands to integrate consumer images within campaigns, and by doing so create a more authentic feel.

For example, beauty marketer Lancôme promoted its Visionnaire Cx skin care with a social contest that took a detailed look at skin.

Lancôme's #RealCloseUp contest, open to United States consumers, asked participants to share a photo or video of their face at moments where they want their skin to look flawless. Going beyond the face value of beauty and beginning a conversation with consumers over life events will make more of connection between the brand and its fans ([see story](#)).

Also, department store chain Bloomingdale's is reintroducing its selfie contest by asking consumers to upload images with the hashtag #BloomiesSelfie.

This season's selfie contest asks for Bloomingdale's consumers to show off their beauty looks with a selfie. The repeated contest will benefit from familiar consumers and may turn into an annual event for the retailer ([see story](#)).

Including user-generated content is ideal for contest as it promotes branded interactions.

"[User-generated content] will increase participation because the user generated gallery is a form of recognition for a person's efforts, which helps encourage them to participate initially," Mr. Honigman said. "The chance to be on a popular TV show is always an incentive for people to sign-up for a contest."

"Lexus knows that this incentive is effective since their goal in partnering with The Tonight Show is to tap into their vast audience and ensure their contest is a success and drives the visibility they were hoping for," he said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/gIh8ezrEUI>
