

INTERNET

Lexus partners with will.i.am to create sensational musical experience

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Image from Lexus' Amazing in Motion campaign with will.i.am

By KAYSORIN

Toyota Corp.'s Lexus is working with rapper will.i.am to challenge conventional notions of technology, design and music in a unique experience as part of its Amazing in Motion campaign.

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Using laser technology and a Lexus NX, the rapper collaborated with the automaker to create a remix of his famous song #thatPOWER. This unusual project will likely capture consumers' attention and prompt discussion about the brand.

"It's certainly not unique for an auto manufacturer to partner with a celebrity, but the scope of this collaboration is unprecedented," said John Grego, account management specialist at [Mascola Group](#), New Haven, CT. "Every automaker is racing towards the next great innovation.

"Lexus took this concept one step further and used their vehicle as a component of a larger innovation."

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

Lexus was unable to comment directly.

Laser focus

Lexus captured the experience in a short video that shows how the automaker worked with laser technology and stunt drivers to reproduce will.i.am's music. The event was staged and filmed on an abandoned airstrip in Spain.



will.i.am poses in front of the laser-lit airstrip in Spain

The experience is designed to physically replicate a video game in which players work to hit particular touch points in order to play a song. In this version, the touch points are displayed on the airstrip with laser technology, and the player uses a Lexus NX to hit them.

The car activates hundreds of motion and sound-sensitive lights that then trigger the notes in will.i.am's hit song. Because the lights were displayed in a complicated formation, Lexus used stunt drivers to perform the course.



The video highlights the Lexus NX

The lights were created by Marshmallow Laser Feast, a company that has designed light shows for world famous musical acts such as U2 and Coldplay. Will.i.am was responsible for conducting the production, and three stunt drivers were used to complete the song.

The unusual production will certainly capture consumers' attention. The video footage of

Lexus NX cars speeding down a laser-lit airstrip in Spain makes for a memorable image.



Laser lights were used to create the complex experience

Lexus' Amazing in Motion campaign aims to highlight the technological advances of the automaker. Previous projects have included attempts at virtual reality and a hoverboard ([see story](#)).

By using a video to capture and explain the extensive effort that went into this project, Lexus will likely be able to connect with more consumers. Will.i.am is an excellent choice for the collaboration as he has widespread appeal as an artist.



The project was filmed on an abandoned airstrip in Spain

"This project strongly supports the idea of Lexus being different, younger and more innovative," Mr. Grego said. "It will surely resonate with the thirty-something who wants to upgrade from their Subaru WRX or BMW 3-Series, but isn't ready to retire to a Mercedes or Volvo."

Lexus is smart to target its message to the growing population of millennial consumers.

Embedded Video: <https://www.youtube.com/embed/iyTFhbmU1p0>

Lexus' video with will.i.am

Where there's a will

Lexus has been working with will.i.am on a variety of projects in recent years. For example, the Toyota Corp. automaker added some flair to its NX model debut through a partnership with the musician.

The automaker released a music video of will.i.am that prominently featured the NX model and began an extensive campaign. This partnership also included a vehicle collaboration and a television commercial later in the year ([see story](#)).

Lexus is not the only luxury brand that will.i.am has partnered with in the past year. The Italian fashion label Gucci recently took on the latest technology with a new smartwatch created in collaboration with the rapper.

With many tech and luxury brands introducing their own smartwatches and smart bands, it makes sense that Gucci is getting in on the trend while it is still fresh. Working with a celebrity will help the product stand out and appeal to a wide range of consumers, giving Gucci an edge over its competitors ([see story](#)).

Will.i.am's popularity makes him an ideal choice for brands like Gucci and Lexus.

"As a rapper, singer, producer and actor, will.i.am has great crossover appeal among a large span of Gen X and millennials," Mr. Grego said. "His music represents positivity, fun – but most important – innovation.

"Having these attributes applied to Lexus is a huge plus for the company looking to connect with a young, mass-affluent audience."

Final Take

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