

INTERNET

Lexus slows things down for summer sales event

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Lexus Slow Motion All-Weather Drive video

By KAYSORIN

Toyota Corp.'s Lexus is introducing two videos to promote its Golden Opportunity sales event.

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While one video highlights Lexus' all weather drive by showing the vehicle driving through paint, the other focuses on Lexus' power by imagining the car as a pitching machine that shoots out baseballs. Both videos are in slow motion, emphasizing the importance of taking advantage of this unique sales opportunity.

"Lexus wants to compete with their German sports sedan rivals, so slowing things down and letting you experience power in an exhilarating new way with the F Sport sedans is a great way to create a viral video for enthusiasts to become fans of the brand," said Lauren Fix, automotive expert and author of "[Lauren Fix's Guide to Loving Your Car](#)," Lancaster, NY. "The videos do not showcase the handling or performance on a track but they create an exciting experience."

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

Lexus was unable to respond by press deadline.

Slow it down

Lexus emphasized that its Golden Opportunity sales event is only available for a limited time by using slow motion. This not only spurs consumers to move quickly, but also showcases the car's features in detail.



Lexus entices consumers with Golden Opportunity sales event

The first video, titled “Slow Motion: Lexus RC 350 F Sport With All-Weather Drive,” depicts the car speeding quickly through trays of paint on the ground. It then shows the same thing in slow motion to emphasize how easily the tires are able to handle the slippery surface.

As the car emerges, the video urges the viewer to “turn every ride into a thrill ride.” The slogan recalls the beginning of the video, reminding the consumer of the RC 350’s speed.

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

Slow Motion: Lexus RC 350 F Sport With All-Weather Drive

The second video, “Slow Motion: Lexus is F Sport Power,” follows the same formula, showing a flurry of baseballs as they shoot from underneath the car’s wheel and shatter a plane of glass. Afterward, the same event is shown in slow motion, with focus on the tire to display the car’s power and performance.

Watching in slow motion, the viewer can see as a baseball is positioned in front of the car’s wheel, which then spins quickly, propelling the ball forward into the air as if it were a pitching machine. The baseball shoots toward a pane of glass and shatters it, spraying shards of glass.

Together the slow motion videos serve to remind consumers that the Golden Opportunity sales event is quickly passing, while also showcasing the RC 350’s premier selling points.

Embedded Video: https://www.youtube.com/embed/K_8M9_RI8xY

Slow Motion: Lexus is F Sport Power

Slow and steady

Other automakers have also used slow motion to capture consumers’ attention and highlight unique features.

For example, in 2012 BMW Canada chose a social video that displayed the speed, agility and performance dynamics of the automaker's M5 model in the hopes that it would maximize the model's visibility and play to its strength.

The automaker opted for social video since luxury and high-performance automakers have die-hard fans, which increased the likeliness that the video would spread. The two-minute "Bullet" video was created for online channels, but shortened segments played in airports across Canada ([see story](#)).

Automakers are not the only brands that use slow motion when advertising products.

For instance, the Italian fashion house Fendi promoted its fall/winter 2013 menswear collection with a meditative and print-like video that showcased products more effectively than typical promotional videos.

Shot in slow motion, the "Neverwinter Tale" video lingered on select items to give prospective consumers a grasp of the product range. While many promotional videos are designed to pique interest in a collection using fractured, rushed scenes, Fendi's slow-progressing film may have helped drive sales ([see story](#)).

The slow motion effect in Lexus' two videos may serve to draw in a younger audience.

"[Lexus'] slow motion usage is a smart way to allow people to see the action," Ms. Fix said. "This is a GoPro camera style and perspective and will draw in the millennial they seek to buy their cars."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/WIzZU5xSO5E>

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