

MOBILE

## Lexus looks to Elle readers to tout new model's prowess

October 12, 2015



*Lexus IS*

By FORREST CARDAMENIS

Toyota Corp.'s Lexus is reaching out to female consumers by promoting its 2016 IS series on Elle magazine's mobile Web site.

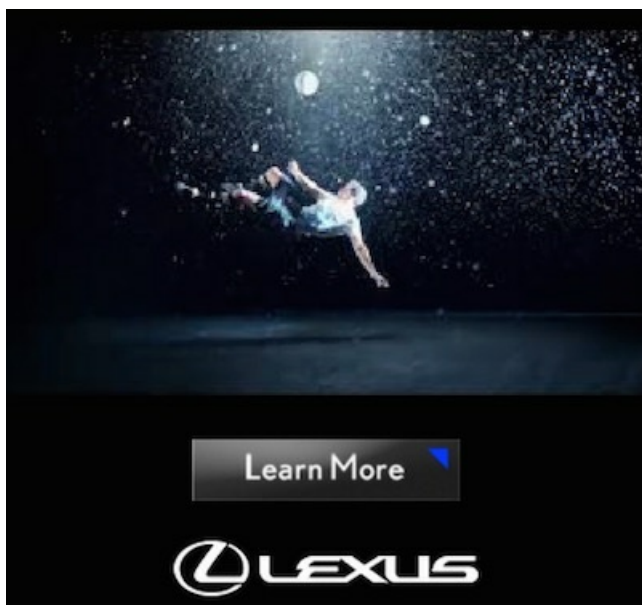
Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The home page of the site contains both a video for the new IS models and a still image boasting "the most powerful IS performance line ever" above pictures of a blue IS 300 all-wheel drive and a white IS 200 Turbo.

With great power...

The video cross cuts scenes of foot-enabled athletic prowess kicking a soccer ball, commencing a sprint out of the starting blocks, breaking a block in half with a foot with images of the blue IS 300 AWD speeding along a dark road.

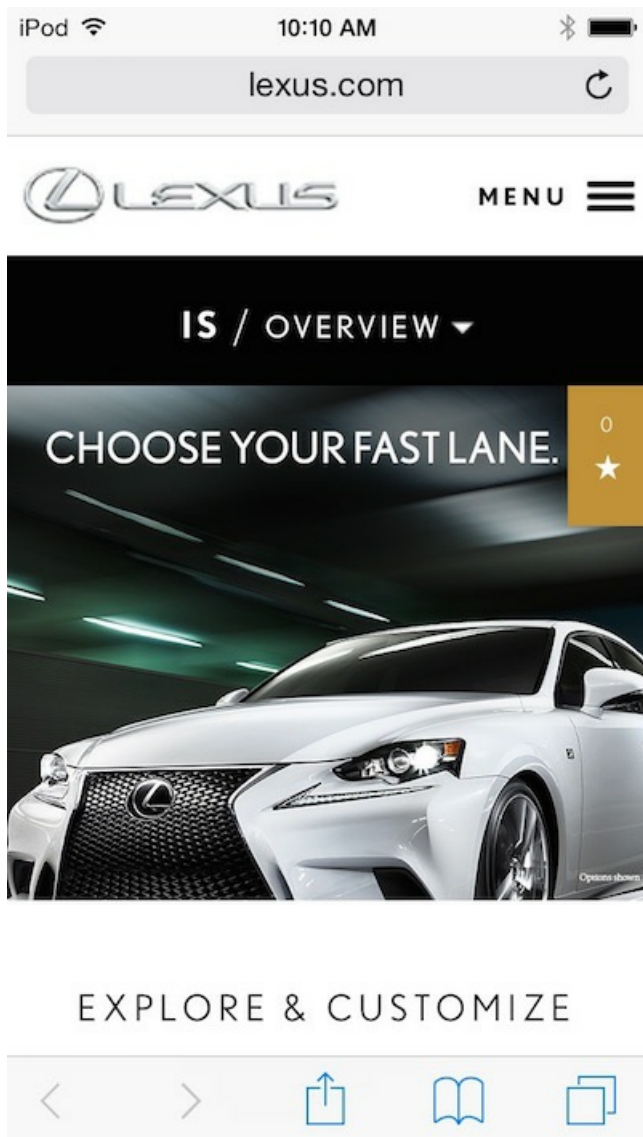
"If there is one thing the human foot has always been good at, it's unleashing great power," a voice narrates. "The IS performance line just got a power boost. Introducing the IS 200 Turbo and IS 300 all-wheel drive V6. The IS line has never been more powerful; once driven, there is no going back."



#### *Screenshot from video ad on Elle's mobile site*

Automotive videos often cut some kind of impressive feat between shots of the car to create a link between the vehicle and another activity. In this case, the car's improved ability to handle top speeds is equated with other superhuman accomplishments.

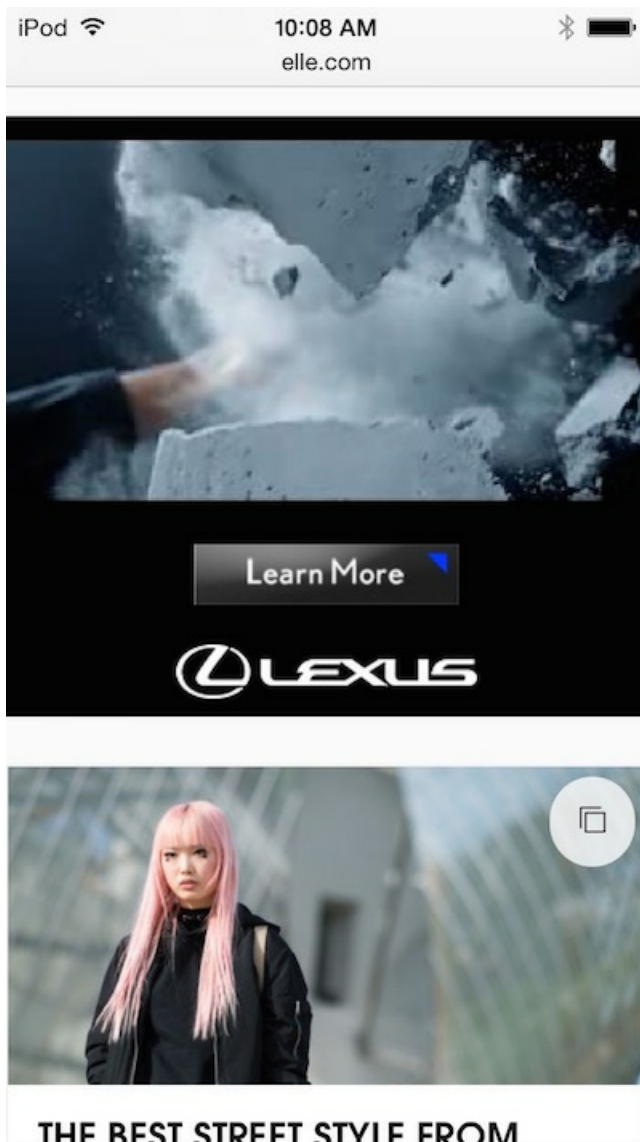
Clicking on the "learn more" button on the video or on the static image advertisements further down the page takes the user to a configurator on Lexus' mobile Web site, where the user can determine the color of the interior and exterior and the type of wheel and pick among the IS 200t, IS 200t F Sport, IS 300, IS 300 F Sport, IS 350 and IS 350 F Sport, with options again to "learn more" or compare models.



#### *Landing page*

Further down, the page has testimonials from the media and, below that, a search engine for finding a nearby Lexus dealer.

The intuitive, step-by-step manner in which Lexus can lure in potential consumers, first with a video, then by allowing them to play with the configurator an option that could appeal to consumers even before they seriously consider making a purchase and then pushing them the next step with testimonials and a dealership location has potential to be effective.



*Elle home page with Lexus ad*

Advertising on Elle's suggests that Lexus is hoping to attract female consumers. Choosing to place ads on the home page instead of an article suggests they are looking for regular readers for their overlap with Lexus' target market, as articles today generate much of their traffic from links on social media, especially on mobile sites.

Good clothes and fast cars

Automakers often times advertise on Web sites dedicated to style and fashion, hoping to instill vehicles with the same allure.

Last August, German automaker Mercedes-Benz pushed its 2016 GLE through a banner advertisement on Cond Nast men's magazine Details' mobile Web site.

The ad appeared at the top of Details' home page and atop various articles, and a click took users directly to the 2016 GLE's mobile-optimized page on Mercedes-Benz's Web site, which prominently displayed the vehicle's \$51,000 MSRP. The placement on Details suggested that Mercedes was targeting affluent and fashionable younger men ([see story](#))

Other automakers look to grab readers' attention with more than just ads.

The same month, German's BMW advertised and sponsored content on men's magazine Esquire's mobile site to promote its brand and 6 Class Series.

While some advertisements promote offers on the new BMW 6 Class series and redirected to BMW's homepage, others allowed users to scroll through several images of BMW cars and redirected to another page on Esquire featuring BMW's sponsored content. The strategy promoted a partnership between Esquire and BMW and also allowed readers to discover BMW's 6 Class Series on their own ([see story](#)).

Final Take

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.