

ADVERTISING

Lexus targets NFL fans, cord-cutters in new ad campaign

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Lexus LX 570

By FORREST CARDAMENIS

Toyota Corp.'s Lexus is taking "different routes" to promote its 2016 LX 570 SUV by using multichannel tactics.

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The campaign includes separate television and digital spots as well as out of home and print advertisements. The wide variety of ads suggests that the LX 570 is a suitable vehicle for affluent consumers of different ages and interests.

"Lexus always looks for ways to communicate with our target audience through their passions," said Brian Bolain, corporate manager, marketing communications & product marketing at Lexus. "The high visibility of the campaign through a variety of select outlets helps us reach a premium audience and reinforces that the LX and LS are the pinnacle vehicles in the Lexus line-up."

To the top

The TV spot, entitled "Different Routes," begins with an aerial shot of the Austrian Alps before cutting to Lexus' LS Sedan taking a curve on the road. Just as the LS comes out of the curve, the LX SUV emerges from the side of the frame, scaling the hill and cutting in front of the LS to continue climbing the mountain vertically.

"Different Routes"

The video shows brief interior shots of the cars and then quickly intercuts shots of the LS on the road and the LX off-roading up the hills, briefly crossing each other's path. A voiceover intones, "There's more than one route to the top. The 2016 Lexus LS, and the new LX. Each offering leading edge comfort, safety and performance technologies. The ultimate in refinement meets the ultimate in capability."

Lexus' two vehicles arrive at a resort atop the mountain at the same time, the drivers smiling in acknowledgement of the friendly competition and then entering together. Although the ad is part of a campaign for the SUV, including the sedan in a TV spot that is aimed primarily to raise awareness could lead some consumers to research the LS as well.

"The LX and the LS are halo vehicles for Lexus our flagship SUV and flagship sedan," said Mr. Bolain. "We thought it would be fun to pit them against each other in a race to show that whatever luxury means to you and however you choose to get to the top, Lexus has a vehicle that fits your lifestyle."

The digital spot, "Shortcut," is similar but more directly promotional, consisting of the LX scaling the mountain once again, but with the LS nowhere in sight. In addition, the hum of the engine is heard much more prominently, and the music is more aggressive and triumphant.

Lexus' Shortcut

Visually, Shortcut gives viewers a closer look at the LX, with shots lasting longer because there are no cuts to the LS and close-ups focusing on various parts of the vehicle's interior and exterior.

The ad also relays more specific features of the LX, with the voiceover mentioning the vehicle's 383 horsepower and V8 engine, its active height control and four-zone climate concierge.

Having the digital ad be more specific than the TV effort is a smart move because those watching the campaign digitally will immediately be able to continue doing research. In comparison, those who only notice the TV ad may not stop watching a television program to research, but would nonetheless remember the ad for its sly concept.



Lexus LX 570 print ad spread

TV ads will air during sports programs in addition to primetime, late night and cable programming. SUVs are popular vehicles for those who engage in sports such as skiing or surfing or other outdoor recreational activities such as backpacking, so advertising during sports games is likely a way of reaching a more concentrated group of interested consumers.

To capitalize on this more concentrated market, Lexus will launch a social media event and broadcast live stunts from within the LX live during the halftime show of CBS' Thursday Night NFL Football game on Oct. 22.



LX 570 out of home campaign

Lexus is also ensuring mobile visibility by coordinating a campaign with Millennial Media, signifying a willingness to adapt to trends in consumer behavior. The digital spot will also play on streaming Web site Hulu, thereby reaching a community of younger affluents, a segment among whom cord-cutting and streaming services are especially popular.

Print media will include Cond Nast Traveler, Architectural Digest, Robb Report and DuJour.

Choose your own route

Recently, Lexus has found creative ways to reach its target audience.

For example, in July, the brand gave consumers a second screen viewing experience for its branded television series "Verses and Flow" through a dedicated mobile application.

This app connects fans with performers on the show, allowing consumers to both enjoy content and create their own and share it with the platform's community. This app extends the concept of the show, which gives a platform to well-known black artists across spoken word, music and more ([see story](#)).

That innovative spirit has also translated to Lexus' vehicles.

Also in July, the automaker unveiled a new concept vehicle that will explore the physiological responses that its cars can elicit.

Lexus Australia teamed with creative agency M&C Saatchi to outfit a one-off RC F high-performance coupe with technology that measures the driver's heartbeat and converts that information into a coordinating display on the outside of the car. This first vehicle of its kind communicates the feeling of driving a Lexus in a strikingly visual manner ([see story](#)).

"The target market for both vehicles is affluent and driven, looking to attain their personal and career goals," Mr. Bolain said. "We illustrated that idea through the metaphor of climbing a mountain in the TV and print campaign, and calling out that 'there is more than one way to get to the top.' Both flagship vehicles represent the best that Lexus has to offer, reflecting both ultimate refinement and ultimate capability."

Final Take

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