

ADVERTISING

Lexus makes holiday appeal with North Pole narratives

November 19, 2015



Lexus December to Remember with a King Size Bow

By STAFF REPORTS

Toyota Corp.'s Lexus is gearing up for the holidays with a series of playful television spots.

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This year's "December to Remember" advertisements show parents telling their children an outlandish tale of how a Lexus came to arrive in their driveway on Christmas morning, complete with a big red bow, courtesy of Santa. This narrative approach to automobile advertising for the holiday season may help create an emotional appeal for consumers, creating a sense of wonder even among adult viewers.

Special delivery

"Snow Globe" imagines Santa in his workshop, putting together a miniature Lexus car. A voiceover explains that Santa builds a snow globe for every family, and what he builds appears at the family's house by magic.

Lexus December to Remember Commercial "Snow Globe"

A second ad, "Racetrack," tells the story of a penguin in the North Pole, who sets a toy car on a racetrack. As the car speeds up, it suddenly turns into a life-size Lexus, going through twists and turns before ending in a family's driveway.

Following the end of the father's tale, his son reminds him that penguins live at the South Pole.

This spot plays into Lexus' partnership with Barneys New York this holiday season.

In the "Arctic Chase" window, Barneys teamed with Lexus to create a racecar-themed plot centered on a penguin, taking inspiration both from children's games and the modernist Lubetkin Penguin Pool at ZSL London Zoo. Within the pane is a translucent slot car track built by Gary Gerding, on which three crystal-embellished penguins race each other, surfing atop 3D printed miniature models of a Lexus IS, GS F and RC F ([see story](#)).



Barneys Arctic Chase window

In a spot reappearing from last year, "Teleporter," elves are seen zapping a car through a teleporter as a father narrates. The video cuts to the parent and his two young children in their driveway next to the Lexus, as he further explains that Santa has the technology "for the big things."

Lexus' television spots began airing Nov. 18 on network and cable channels, as well as sports stations. A partnership with Roku will target consumers within the streaming device's applications.

Additional placements include a four-page spread in the Wall Street Journal, billboards in New York's Times Square, the Verizon Center in Washington and digital display ads on automotive Web sites.

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