

ADVERTISING

Lexus targets niche, confident professionals in new TV spots

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Lexus RX F Sport

By FORREST CARDAMENIS

Toyota Corp.'s Lexus is positioning its redesigned RX as the vehicle for the sophisticate in a new national advertising campaign.

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The campaign will include national and targeted TV spots, including spots made to appeal to particular niche audiences, as well as print media, and aims to show how the RX will serve "customers looking for an SUV that's as interesting as their dynamic lifestyles." The niche marketing and appealing spots will likely win Lexus new fans.

"The RX represents a vehicle with extremely broad appeal. It is already the best-selling SUV in the luxury market, and among the best-selling luxury vehicles overall," said Brian Bolain, corporate marketing communications & product marketing manager, **Lexus**. "As a result of this broad appeal, we wanted to ensure that our reach is equally broad, yet targeted in its approach.

"Thus, we've elected to appeal directly toward a variety of key audiences, supported by dedicated creative and media buys, in-language where appropriate, in an effort to make this the most inclusive launch possible."

Modern luxury

Two of the spots, entitled "Beautiful Contrast" and "Modern Luxury," build on one another.

Beautiful Contrast crosscuts an elegant woman dressed in black heels, skirt and top walking past European landmarks, including the Arc de Triomphe, with a man in a suit driving the RX. As the two approach and kiss, the narrator says, "Those who define sophistication stand out; those who dare to redefine it stand apart," providing Lexus with desirability through the suggestion of innovation and sex appeal.

"Beautiful Contrast"

In Modern Luxury, billed as a continuation of Beautiful Contrast, both halves of the couple are driving RX vehicles, she the hybrid and he the F Sport model, and the camera highlights the interior design and features.

"Modern Luxury"

"Judgement Rewrite" is made to appeal to the Black audience. In it, a couple moves into a futuristic new home and acknowledges the value of their hard work, which includes the Lexus RX.

"Meet The Unexpected," tailored for Hispanic audiences, takes its cues from magical realism, the literary movement attributed in large part to "Latin American Boom" writers ranging from Jorge Luis Borges to Gabriel Garcia Marquez to Isabel Allende. In it, a man awakens in a desert with a key to the RX in his hand. He drives through a dreamlike mountain pass, where he meets a beautiful woman.



Lexus RX print campaign

Lexus is also heeding the LGBT community with "Ahead of the Curve," in which two men begin their day in a house that mirrors the body of the RX.

In addition to airing TV spots in the usual places, including with primetime, late night and sports programs, ads will also be shown with "The Mindy Project" on Hulu and on YouTube. In a more targeted effort, a social media campaign will provide consumers relevant RX content following particular life moments.

"With the all-new RX, we felt there was an opportunity to stretch our target audience," Mr. Bolain said. "'The Mindy Project' allows us to do exactly that, reaching a slightly younger, yet very highly engaged, demographic."

Lexus RX Beautiful Contrast image



Lexus RX Beautiful Contrast image

By specifically targeting underserved minority audiences, Lexus could see higher conversion rates than normal, as these consumers may not often be exposed to ads that appeal to their sensibilities, culture or lifestyle. Although the campaign still relies heavily on TV ads, its digital campaigns and more targeted efforts indicate that the brand is carefully considering which markets it can most successfully reach.

Ahead of the curve

A previous ad campaign by LX also targeted a more specific audience, specifically young affluents, within a wide-reaching campaign.

Since October 2015, Lexus has been taking "different routes" to promote its 2016 LX 570 SUV by using multichannel tactics.

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, while a partnership with Millennial Media revealed a focus on up-and-coming luxury consumers ([see story](#)).

Similarly, Lexus has employed creative methods to focus on minority audiences in the past.

For example, last 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](#)).

"The first RX redefined the segment, bringing car-like comfort and handling to the SUV segment," Mr. Bolain said. "It has been a dominant force in luxury, and remains the best-selling luxury SUV in the market. The new RX takes what Lexus is known for and ups the ante, with more engaging driver dynamics, advanced safety and technology innovations, and a new look that represents sharpened sophistication."

Final Take

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