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Lexus brings TV ad to life in immersive celebrity event

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Jude Law at "The Life RX" live performance

By STAFF REPORTS

Toyota Corp.'s Lexus is highlighting the carefully crafted nature of its 2016 RX with a "bespoke performance" in London.

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One hundred guests were invited to the Mondrian hotel on Feb. 10, where they assumed the role of star in their own unique show, creating a live theatrical interpretation of the television spot "Live the RX Life" starring Jude Law. While the surprise performance may have only been witnessed by a select few, Lexus captured the event via 360-degree filming techniques including hidden cameras, and the footage will be shared with viewers at home.

Life imitating art

Guests were surprised upon arrival, thrown into the performance.

Participants were guided through 14 rooms, each of which introduced a new scenario to act within. Guests would act out their now-assumed role of an international movie star, while the rest of the cast was trained to respond and improvise accordingly.

Throughout, the new actors were asked to navigate through bank vaults via lasers, climb into an RX to evade a chase or stuff themselves into a luggage trolley to roll by undetected.

At the finale, as guests were taking their turn on a red carpet, they were surprised again with the appearance of Mr. Law, as he shared their moment.



Jude Law surprising guests at the "Life the RX Life" event

"With 'The Life RX' campaign we expressed an attitude that resonates with the modern luxury consumer," said Spiros Fotinos, head of marketing at Lexus Europe, in a brand statement. "Luxury is not only about having the option to do something but actually having the courage to do it and make it your own.

"This is exactly what we did by staging an unprecedented immersive theatre experience and what we enabled our guests to do," he continued. "All went through the same 14 scenes but they each experienced something unique and amazing. This bespoke approach reflects the spirit of the Lexus brand and fits perfectly with the bold and innovative character of the new RX."

Lexus' commercial opens with Mr. Law handing his keys off to a valet outside a hotel. The entire spot plays out from the valet's point of view, as he takes the SUV for a joyride and experiences a taste of the celebrity life, including being photographed by fans, sitting front row at a fashion show and attending a red carpet event.

He gets the car back on time, and Mr. Law would not be the wiser, except for the red valet coat left in the front seat. The actor laughs and shakes his head as he hands the uniform back to the valet.

Lexus Life RX

In the U.S., Lexus is positioning its redesigned RX as the vehicle for the sophisticate in a new national advertising campaign.

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 ([see story](#)).