

ADVERTISING

Lexus celebrates safe homecomings in Scott Kelly-inspired short

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Lexus RX F Sport

By STAFF REPORTS

Toyota Corp.'s Lexus is appealing to a desire all consumers can relate to arriving home safely each day.

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Lexus worked as a presenting sponsor of Time.com's "A Year In Space," which documented United States astronaut Scott Kelly's record-breaking stay upon the International Space Station. Mr. Kelly returned to earth on March 2 after 340 days in space, allowing Lexus' safe arrival message to be relevant to current world events.

Safe landing

The content created by Time traces Mr. Kelly's journey from before and during his stay at International Space Station. For the exclusive partnership, Lexus created a custom video for Time's A Year in Space that acts as the content's introduction.

Lexus' video begins with a montage of historic footage showing space homecomings from throughout the space program. The video also includes footage of the International Space Station and shots of earth from space.

As the video plays, the Skylar Grey vocals of J. Cole's "I'm Coming Home" is used to evoke emotion. Near the end of the video, the footage switches from historical footage to a young girl dressed as an astronaut sitting in a car's backseat and playing with a toy spaceship.

A voiceover then says, "While others keep our astronauts safe, we'll help take care of our future astronauts." As "welcome home commander" is spoken, a Lexus RX pulls into a driveway.

Lexus is penning its RX model as "the official luxury crossover of getting home safe."

The automaker worked with its agency of record Team One to create the short piece.

Time.com's A Year in Space, sponsored by Lexus, can be viewed [here](#).

Lexus RX The Official Luxury Crossover of Getting Home Safe

For its newly redesigned RX, Lexus is appealing to various niche markets, from families to sophisticated professionals and other groups.

For instance, Lexus is positioning the RX as the vehicle for the sophisticate in a new national advertising campaign.

The campaign includes 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](#)).

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