

INTERNET

Lexus engages Quantico fans with scripted virtual reality experience

March 7, 2016



Lexus' LX570 has a starring role in its virtual reality experience

By STAFF REPORTS

Toyota Corp.'s Lexus is granting fans of ABC's "Quantico" the opportunity to experience the world of the television drama firsthand through a scripted virtual reality experience.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Tied to the midseason premiere of the show March 6, the short video lets the viewer tag along on a mission, assuming the point of view of a new FBI recruit through footage accessible for desktop, virtual reality headset, Apple TV or mobile device. In addition to the scene, the Quantico virtual reality experience includes two Easter eggs that give additional hints about the series' plot, giving the loyal audience more incentive to explore the content.

Secret mission

For its virtual reality video "The Takedown," Lexus worked with the show's writers and producers to create something that felt like a natural extension of the show's world.

At the start of the 360-degree experience, the viewer is shown a point-of-view shot as they walk toward Lexus' flagship LX570 SUV.

The scene cuts and the viewer is seated in the SUV alongside characters Shelby Wyatt and Caleb Haas, played by Johanna Braddy and Graham Rogers. The pair explain the mission, referring to the third passenger as "newbie," before the viewer gets to become a part of the actual takedown of the person of interest.

Within the content, there is an Easter egg that will unlock bonus footage from the episode that aired March 6. When watching on the headset, there is another hidden element that provides insight into a character's motives.

Quantico Virtual Reality Experience

"Working in virtual reality opens up so many possibilities and ways to engage fans beyond what can be accomplished on a flat screen," said Jeffrey Weinstock, vice president and creative director, ABC Integrated Marketing, in a statement. "We're literally inviting fans to be a character in the show, immersing them in this world and allowing them to explore and discover parts of the story on their own."

"With VR, the viewer is in the car with our actors," he added. "It's a much deeper level of engagement for a sponsor while still remaining organic and true to the storyline."

Lexus has previously thought outside the box of traditional advertising to give consumers a more immersive

experience.

In February, Lexus highlighted the carefully crafted nature of its 2016 RX with a "bespoke performance" in London.

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 was shared with viewers at home ([see story](#)).

"In the last few years Lexus has created some remarkable virtual reality experiences to engage consumers outside of the traditional automotive channels," said Brian Bolain, Lexus corporate marketing communications and product marketing manager. "This project allowed us to seamlessly integrate Lexus into Quantico's storyline so fans could explore the new LX virtually while enjoying the show's 360-degree bonus footage."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.