

INTERNET

## Lexus teams with Yahoo Sports to rev up awareness for GS F

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Lexus GS F

By STAFF REPORTS

Toyota Corp.'s Lexus is engaging basketball fans as a presenting sponsor of Yahoo Sports' Tourney Pick'em, making its brand an integral part of March Madness.

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Along with its sponsorship, Lexus has created a custom branded game surrounding the NCAA tournament, GS F The Bracket, which will ask participants to pick which games will reach a combined total of 60 points in the least amount of time. Connecting with consumers over their passions will help Lexus forge a more personal relationship with fans.

### Making a bracket

Lexus' placement on Yahoo Sports is bound to be seen by numerous fans, as millions turn to the platform to follow the teams each March during the Men's College Basketball Tournament. For its sponsorship of Yahoo Sports' Tourney Pick'em, Lexus will have a presence during the "Tourney Bracket Live Show." The automaker will also run video ads before footage, native ad placements and display ads leading to its online game.

Lexus' GS F The Bracket microsite is currently live. On it, consumers can watch a video that showcases the inspiration for the game, the new GS F model.

In the film, as one of the models zooms through a line of basketball hoops, a voiceover explains that players will be picking not which teams go the farthest, but what games go from zero to 60 the fastest. By playing the game, accessible from March 13, entrants give themselves a shot at a vacation inspired by the GS F.

### Lexus Introduces "GS F The Bracket"

"Working with Yahoo, we have the opportunity to engage millions of college basketball fans and highlight the Lexus GS F," said Brian Bolain, Lexus general manager of consumer and product marketing, in a brand statement. "A car that goes 0 to 60 in 4.5 seconds deserves the spotlight while we give fans a fun and fast way to get into the games this month."

Display, native and video advertisements are placed around the game.

"The phenomenon of college basketball fans and their brackets create an unparalleled level of engagement each March," said Chris Graves, chief creative officer at Team One, agency of record for Lexus. "With GS F The Bracket,"

there's a logical connection between the speed of offense that sports fans find with college hoops and a high-performance car like the Lexus GS F."

As March Madness sweeps the nation, even unlikely players get in on the action.

In 2011, Ralph Lauren Fragrances is getting into the March Madness spirit with a sweepstakes that gives away 20 sets of Big Pony Fragrance Collections based on the winner of the college basketball tournament.

The basketball teams participating in the tournament were divided into each of the four colored Big Pony fragrance bottles. Users picked a team when they signed up with their names and email addresses and a consumer was chosen from the winning color section ([see story](#)).

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