

ADVERTISING

## Lexus Australia inspires brave decisions with dancer profile

April 28, 2016



*Lexus NX*

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By STAFF REPORTS

Toyota Corp.'s Lexus is mirroring the boundary-breaking qualities of its NX through an inspirational campaign.

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In Australia, the company has developed a commercial featuring Sydney Dance Company member David Mack, who speaks of his "Step Forward" that enabled him to make his dreams a reality. Lexus Australia has been working to develop a position for the brand that highlights its bold moves in crafting vehicles.

Listen to your heart

Lexus worked with M&C Saatchi Australia for this campaign, which is running on television, in cinema and in digital. Additionally, the campaign is featured on Lexus' Australian social channels.

While a representation of the path Lexus has blazed, this campaign also highlights a new sponsorship role between the automaker and the Sydney Dance Company. Lexus will be backing dancers in the year before they attempt a professional career.

In the 30-second spot, Mr. Mack drives an NX while talking about the point in a person's life where they have to come to a decision about what they want to do. He shares his story of following his heart, which told him that being a dancer would make him happiest.

He pulls up to a stadium, a reference to the athletic career he was being urged to aim for. Mr. Mack gets out of the car and meets a female dancer, performing a duet on the field.

At the end of the commercial, a voiceover explains that the NX is "for those who dare to step forward."

*David Mack in Step Forward Lexus NX*

A second YouTube video allows the viewer to get a better sense of who Mr. Mack is and what led him to become a dancer. In the documentary-style short, he talks of waiting for his sister at dance class and the teacher who asked him if he would like to join, igniting a lifelong passion for dance.

In a small town where boys are expected to play soccer or surf, his newfound interest received a lot of taunting. However, he stuck with his decision and "never looked back."

In a statement, Adrian Weimers, Lexus Australia corporate manager, said, "David Mack's experience truly embodies

the Lexus brand and mindset that goes into the development of our vehicles. We're delighted to collaborate with him. His story is our story as we take the bold steps needed crafting the best vehicle for our customers."

This follows another Step Forward for Lexus.

"Late last year we had the world's best wing suit pilot Jeb Corliss jumping from a plane to launch Lexus' 'For those who dare to step forward' positioning an obvious act of bravery that was ideal for making a big splash," said Andy Dilallo, M&C Saatchi Sydney chief creative officer. "To evolve the story and showcase Lexus' authentic new depth of attitude we wanted a more internal commitment to making brave decisions and David Mack was the perfect person for this."

Giorgio Armani Beauty is building on its inspirational efforts surrounding its S fragrance by opening a dialogue with women around the world, giving a platform to discuss inner strength.

The S Women's Circle is inaugurated with the stories of five real women who all found the courage to say yes to a challenge in their own lives. Keeping consistency with previous efforts around S, actress Cate Blanchett remains an ambassador for the campaign, urging women to take the plunge ([see story](#)).

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