

AUTOMOTIVE

## Lexus spotlights diverse perspectives in uplifting Web series

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*Lexus' "It Got Better" season three*

By STAFF REPORTS

Toyota Corp.'s Lexus is sharing inspiring messages of struggle and hope through an online series in collaboration with the It Gets Better Project.

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Returning for its third season, "It Got Better" tells the stories of LGBT celebrities, as they discuss both their challenges and successes, showing LGBT youth that their lives may seem bleak right now, but they will improve. Airing on Lexus' L/Studio digital content channel, this series enables the automaker to engage consumers with programming that extends beyond automotive topics.

### Sharing stories

It Got Better is produced by the creative team of Lisa Kudrow and Dan Bucatinsky, who also worked together on the series "Web Therapy," and Dan Savage, author of the "Savage Love" sex advice column.

This season, the six episodes will feature actor Sir Ian McKellen, musician Adam Lambert, comedian Wanda Sykes and talk show host Raven-Symon.

"It Got Better' grew out of our desire to create an original series with personal and inspirational messages by a diverse range of successful LGBT celebrities sharing their emotional experiences of overcoming obstacles," said Mr. Bucatinsky in a brand statement. "This season more than any other includes such a wide range of stories from racially diverse women and men, aged 20s to 70s, Trans and gay. We're grateful to L/Studio, a platform that encourages that kind of diversity of storytelling."

In addition to their placement on the L/Studio Web site, the videos will also play on L/Studio's YouTube account and will appear on Here Media as syndicated content.

### *It Got Better Featuring Ian McKellen | L/Studio Created by Lexus*

"We recognize how important it is to host the inspirational stories shared in the It Got Better' series to reach a diverse community through our content channel," said Andrea Lim, Lexus digital communications manager, who oversees L/Studio. "We're honored to work with talented luminaries, such as the creative team behind this series, and equally proud to offer artists a forum to convey their unique perspectives."

L/Studio was established seven years ago, and features content that ranges mockumentaries and comedies to

fashion and art series.

Last August, Lexus showed its sense of humor with the launch of the second season of its Web series "Hudson Valley Ballers" produced by Above Average.

The series, the brainchild of two "Saturday Night Live" writers, airs exclusively on Lexus' branded content channel L/Studio. Television sponsorship enables brands to highlight their personality and raise their profile in a way that is not overtly branded ([see story](#)).

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