

AUTOMOTIVE

Lexus prompts shows of affection with UGC contest

August 2, 2016



Promotional image for #LexusGoldenContest

By STAFF REPORTS

Toyota Corp.'s Lexus is asking fans to prove their love for the brand in 30 seconds or less.

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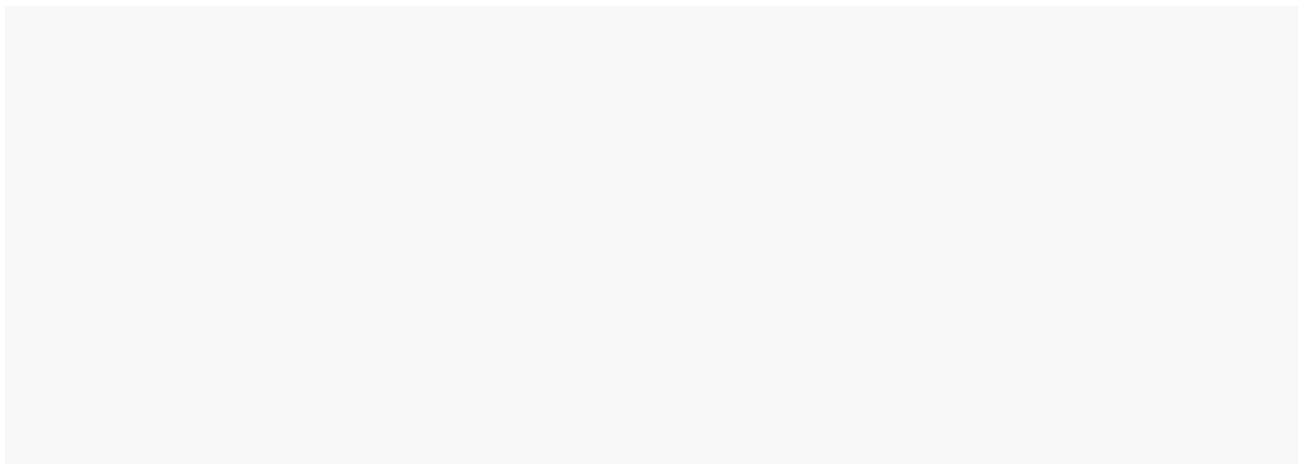
Timed to coincide with the automaker's Golden Opportunity sales event, the brand is hosting a user-generated content competition that asks for creative displays of affection in the form of a short film. Centering this contest on video gives participants the ability to share more than they would in a single photo.

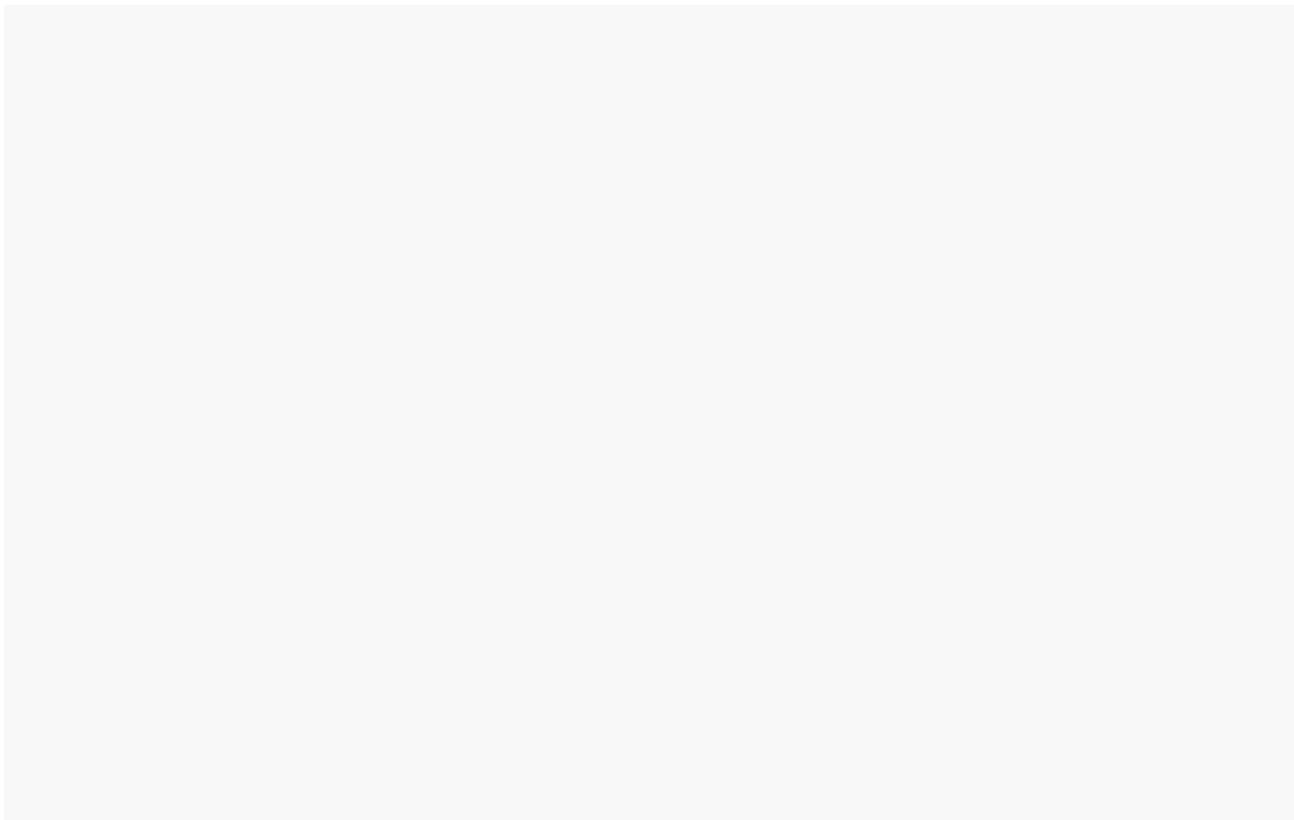
Share the love

Lexus' contest kicks off on Aug. 3. Entrants are told to post an unlisted video to YouTube and share the link with the brand.

Making the clips more easily searchable, consumers are also instructed to include the hashtag #LexusGoldenContest in their video title. Interested parties have one week, or until Aug. 10 at 11:59 p.m. PT, to enter.

A grand prize winner will be allowed to choose from an experience at automotive trade show SEMA, a Lexus ride and drive experience or an experience at one of the automaker's luxury hotel partners.





You say you've got love for your Lexus, this is a golden opportunity to prove it. Click the link on our homepage to learn more. #LexusCT F SPORT. No purchase necessary. 48 U.S. &DC, 21+. Ends 8/10/16 at 11:59:59 pm PT. Void in HI & AK and where prohibited. Official Rules apply.

A photo posted by lexususa (@lexususa) on Aug 1, 2016 at 6:56am PDT

While sale marketing is typically centered on promotional pricing, Lexus has previously worked to create more of an experience surrounding its events.

Last summer, Lexus introduced two videos to promote its Golden Opportunity sales event.

While one video highlights Lexus' all weather drive by showing the vehicle driving through paint, the other focuses on Lexus' power by imagining the car as a pitching machine that shoots out baseballs. Both videos are in slow motion, emphasizing the importance of taking advantage of this unique sales opportunity ([see story](#)).

Similarly, department store chain Nordstrom is drawing attention to its Anniversary Sale with help from some in-the-know ambassadors.

The retailer has gathered influencers and creatives including actress Melissa McCarthy, model Fernanda Ly and musician Jon Batiste for its sale campaign, allowing their individual personalities to shine through. Bridging social media efforts, email content and in-store placements, the campaign may help spur online and bricks-and-mortar traffic by highlighting the merchandise that can be bought at a discount ([see story](#)).

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