

AUTOMOTIVE

## Lexus caters to Latin music lovers with online docuseries

November 11, 2016



*Lexus' Latin music video series*

By BRIELLE JAEKEL

Toyota Corp.'s Lexus is showing off its impressive sound system to Hispanic music lovers with an online episodic series that takes a look at different Latin music genres.

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

Latin pop sensation Raquel Sofia is touring the top cities in United States known for their Latin music scenes in an online video series to take a look at the respective genres popular in each city. The VidaLexus RPM series will see Ms. Sofia putting a new pop spin on the classic genres, which viewers can keep listening to by downloading the EP on Spotify.

"The importance of Lexus launching this new campaign allows the brand to reach one of the largest and fastest growing ethnic demographics in the U.S.," said Marci Troutman, CEO of [SiteMinis](#). "By engaging the music industry with local artists in several cities with a tour that could spur the interest of the millennials that celebrates the cultural diversity of the Hispanic market, this campaign could grow the loyal base of consumers for Lexus over time exponentially.

"The median age of the Hispanic U.S. market is under 30, and is primarily growing by US born Hispanic citizens not immigration," she said. "The importance of this is that this market is second generation Hispanic citizens and by embedding Lexus as a strong brand for latinos will help grow the brand."

### Driving music innovation

The luxury automaker is providing a full-bodied, unique campaign to entice Latin music lovers. Ms. Sofia will be the host of the show, which will air on a weekly basis.

VidaLexus RPM will follow Ms. Sofia as she travels to four U.S. cities with massive Hispanic populations: Miami, New York, Chicago and Los Angeles. Each city is known for its own genre of Latin music, which will be showcased in the videos.



*Raquel Sofia with DJ and producer, DJ Le Spam*

Throughout the series local artists will be featured, who will then perform with Ms. Sofia in a way that combines the city's classic genre with her modern pop style. Each song will be available for download on Spotify by Sony Music Latin.

Musicians and products that will be featured on the series include Mr. Pauer, DJ Le Spam from Spam All Stars, Tony Smurfio from Afrobeta, Ulises Lozano from Kinky and Marcelo Tijerina from Mexican Dubwiser. The trip began on Nov. 7 starting in Miami, and will then move to New York, Chicago and end in Los Angeles.

Original songs from the series will be featured in music videos as well, appearing on [VidaLexus.com](http://VidaLexus.com).



*Official Music Video for Re y Llorá' by Raquel Sofia Featuring DJ Le Spam*

A series of backup content such as clips and photographs will be shared throughout social media, on Lexus' official Twitter account as well as Ms. Sofia's and with the hashtag #VidaLexusRPM. The episodes themselves will air on Web sites a part of the ImpreMedia network such as LaOpinion.com, LaRaza.com, LaPrensa.com and ElDiarioNY.com.

Driving marketing innovation

Lexus often adapts to various genres and advertising tools to appeal to all consumers.

For instance, the automaker was among the brands to see significant improvement in responsiveness to mobile advertisements that incorporate TouchSense technology.

Working with advertising and marketing platform Opera Mediaworks and Immersion, the developer of TouchSense technology, Lexus saw sizable increases in click-through rates, completed views, replay rates and ad recall for touch-enabled ads. As mobile use increases and brands fight to engage viewers saturated with advertising, haptic ads offer a way to stand out ([see more](#)).

Lexus also peeked into the world of celebrity correspondents to make an impression on young consumers.

The brand's digital content channel L/Studio's series, "Junketeers" was available to watch on Comedy Central. The networks' large audience, as well as the abundance of celebrities in the series, attracted a millennial audience that will help sustain Lexus' future growth plans ([see more](#)).

"This is a unique campaign in that Lexus is focusing on a very specific demographic to grow that market segment for a luxury brand, by celebrating the uniqueness of their culture and by blending this with the classical elements of a luxury product," Ms. Troutman said.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.