

AUTOMOTIVE

Lexus' Super Bowl spot parallels body movement with vehicle power

January 24, 2017



Lexus ad for Super Bowl LI

By BRIELLE JAEKEL

Japanese automaker Lexus is hoping to draw attention to itself during the most-watched television event of the year, with a Super Bowl LI spot that pairs amazing feats of the human body with powerful driving performance.

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Actress Minnie Driver is lending her voice to Lexus' third Super Bowl spot for this year's game airing on Fox Network Feb. 5. The spot features professional dancer Charles "Lil' Buck" Riley as he performs eye-catching dance moves around the Lexus LC 500.

"The Super Bowl is the one event of the year when the audience is looking forward to the ads as much as the game," said Nancy Hubbell, senior manager, Lexus Communications. "With two new flagship vehicles launching this year, along with a new tagline and a new voice of Lexus, a high-profile commercial in the Super Bowl was an ideal opportunity to announce our new brand direction, represented by the new LC coupe and LS luxury sedan.

"Lexus has entered a new phase of engineering that marks a heightened commitment to brave design, imaginative technology, and exhilarating performance," she said. "This brand evolution requires a new expression that represents where the brand is now and what's in store for the future.

"We're kicking it off with this commercial that tells this story of 'Experience Amazing,' debuts the new voice of Lexus, Minnie Driver, and features the sexy LC and redesigned LS."

Driving innovation

Lexus' appearance in Super Bowl LI will mark the third year the brand has had an advertising presence in the event. This year, the automaker is putting emphasis on wow factor in which the performance of its vehicle is mirrored with dance.

Set to singer Sia's song, "Move Your Body," the video opens with Mr. Riley starting with small dance moves such as moving his hands and arms. Closeup clips of Lexus' vehicle are shown along with his dancing.

Eventually, Mr. Riley begins to use his entire body with even more awe-striking moves and making his way through dance movements into the drivers seat. The Lexus then shows off its performance, while still cutting back and forth

between Mr. Riley's dancing.



Lexus' Super Bowl spot

The video is meant to show the parallels between the human body and the body of the vehicle, as well as the power. Entitled "Man & Machine," the spot will air as a 30-second ad during the second quarter.

Lexus' Man & Machine

A full 60-second version of the clip has been shared online, featuring an extended version of the dance performance. Directed by Swedish film and music video director Jonas kerlund, the video will air on Fox Network Feb. 5.



Lil' Buck dancing for Lexus

Lexus is also hoping to drum up social media excitement with the hashtag #Lexus.

Team One, Publicis Groupe's luxury and premium agency and Lexus' agency of record is behind the video.

Marketing the machine

Lexus also recently revealed its fifth-generation LS flagship sedan, which was designed to embody Japanese culture and the new generation of the automotive industry.

The new longer and lower vehicle design was unveiled at the 2017 North American International Auto Show on Jan. 9. With a coupe-like silhouette, Lexus hopes to convey a rebirth of its flagship as if it is re-launching its entire brand ([see more](#)).

Lexus also teamed up with the man in the red racing suit to raise money for a holiday-themed cause.

In the automaker's "Santa's Hot Lap" series, race car driver Scott "Santa" Pruett took fans out for a spin in a Lexus RC F GT concept car, tasking them with reading a wishlist as he speeds around a track. A benefit for Toys for Tots, this is an entertaining way for Lexus to show off a corporate social responsibility initiative ([see more](#)).

"Tapping into modern icons like Lil Buck, Sia, and Jonas Akerlund gives Lexus an opportunity to show off its new lineup in a way that's as artful and dramatic as the cars themselves," said Chris Graves, chief creative officer of Team One at Publicis Groupe, the agency behind the campaign. "And a stage like the Super Bowl is like no other for showcasing a new brand direction."