

AUTOMOTIVE

## Lexus aligns engineering, design synergies with Mark Ronson-fronted campaign

April 11, 2017



*Mark Ronson for Lexus' Make Your Mark campaign*

By STAFF REPORTS

Japanese automaker Lexus is challenging audiences to "Make Your Mark" in a marketing effort launched for the new LC coupe.

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The LC flagship model is being hailed as a new era for Lexus, one where the automaker will make its own mark on the larger high-end automotive industry. Taking its Make Your Mark concept a step further, Lexus has aligned with international music producer and singer Mark Ronson for the effort.

### Making a mark with Mark

Lexus strives to create experiences that intersect music, art and technology. Make Your Mark builds off Lexus' concept by leveraging content and experiences to interact with auto enthusiasts and fans of the brand.

Launched April 11, the Make Your Mark campaign will be ongoing for the next six months.

The campaign follows "Live the RX Life" featuring actor Jude Law. During the campaign, attendees of an immersive theatre event were given the opportunity to get in the driver's seat of their own "movie star lifestyle."

One hundred guests were invited to the Mondrian hotel on Feb. 10, 2016, where they assumed the role of star in their own unique show, creating a live theatrical interpretation of the television spot "Live the RX Life" starring Mr. Law. While the surprise performance may have only been witnessed by a select few, Lexus captured the event via 360-degree filming techniques including hidden cameras, and the footage was shared with viewers at home ([see story](#)).

In a statement on the partnership between Lexus and Mr. Ronson, Alain Uyttenhoven, head of Lexus Europe, said, "Mark Ronson is an iconic music producer behind some of the biggest hits of the decade and we couldn't have thought of a better collaborator for the Make Your Mark campaign."



*Mark Ronson with the Lexus LC model*

"The Lexus LC symbolizes the beginning of a new phase for Lexus, which is all about creating greater synergy between engineering and design," he said. "Who better to work on this than Mark – a man who has made a significant contribution to the world of music through his incredible performances and collaborations."

Regarding his role in the campaign, Mr. Ronson said, "I always like to work with collaborators who are innovative and unique in and out of the studio. When I was approached by Lexus with the concept of this campaign and saw the new LC, it felt fresh and exciting.

"I was drawn to the idea of using music to inspire and create an experience around this car," he said.

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