

AUTOMOTIVE

## Lexus highlights technical design of LC in multichannel push

May 2, 2017



*2018 Lexus LC campaign*

---

By STAFF REPORTS

Toyota Corp.'s Lexus is courting prospective buyers for its 2018 LC through traditional media that spans cultures and interests.

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

Lexus' launch campaign spans a series of television spots, digital media placements and experiential activations, looking to pique consumers' interest through varied appeals. Rather than relying on a singular campaign to resonate with many different target "affluent, adventurous" consumers, Lexus has developed a range of promotions for the car to cater to differing perspectives.

### Driving interest

Lexus' LC was originally unveiled as a concept, with the first production model revealed in 2016.

Now that the 2018 model is in dealerships, Lexus is prompting consumer interest through a multichannel campaign.

A central television spot titled "Feats of Amazing" ticks off the "feats of engineering" that went into the design of the LC 500 and the multistage LC 500h hybrid. As a red coupe navigates a warehouse, a female voiceover discusses the vehicle's engine, transmission and interior craftsmanship.

At the end of the general market commercial, the car's nearly even weight distribution is displayed as the car is raised by a single lift and balances.

### *Lexus LC 500: Feats of Amazing*

This spot will be shown during programming such as prime time, cable, sports and late night broadcasts on networks such as CNN, Food Network, NBC, ABC, Fox Sports and the Travel Channel.

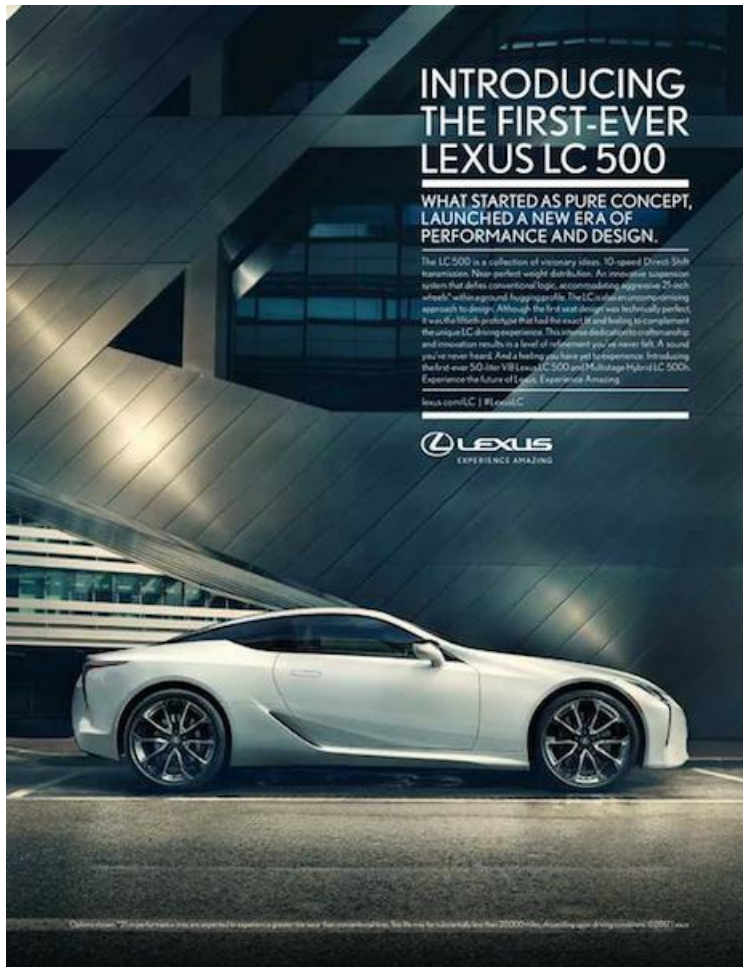
Seeking the attention of a multicultural audience, Lexus is also releasing a secondary spot aimed at Black, Asian and Hispanic audiences. Titled "Balanced Spirit," the commercial focusing on the balance between the professional and the personal features a voiceover from actor Blair Underwood.

This commercial will run on channels such as BET, TVOne, KBS America, India Abroad, ESPN Deportes and

Telemundo.

Along with television, Lexus will also reach out to consumers with its general market campaign via radio, print, digital and out of home placements.

Digital billboards will display the campaign in locations such as New York's Times Square and Washington's Verizon Center, while the campaign will also run in print titles including duPont Registry, Road & Track, Robb Report, JetSet and GQ Style.



*Marketing campaign for Lexus LC 500*

Lexus is also leveraging digital and social media, with ads on Web sites such as ESPN, Autoblog, NFL Network, CNN and ABC as well as promotions on Facebook, Twitter, Instagram and YouTube. These will also include interactive mobile placements.

When GQ's new automotive section Upshift launches in May, Lexus will be will serve as the sponsor.

Taking the campaign into an experiential environment, Lexus will feature the vehicle during its sponsorship role in the U.S. Open Championship in June. During the Food and Wine Classic in Aspen, the brand will be offering attendees ride and drive experiences so they can see and feel the car firsthand.

Lexus is also teaming with Spotlight Cinema Network for an audio test drive during coming attractions. Moviegoers will be asked to use only their ears to identify the automaker.

"The LC launch marks a significant moment for Lexus as we continue to showcase our new brand direction of Experience Amazing," said Cooper Ericksen, Lexus vice president of marketing. "This campaign puts a focus on the LC's craftsmanship and performance through compelling storytelling to reach our target audience of experiential mastersaffluent, adventurous consumers with high expectations."

Lexus frequently varies its efforts for particular markets, allowing it to deliver targeted messaging.

Last year, the automaker positioned its redesigned RX as the vehicle for the sophisticate in a national advertising campaign.

The campaign included national and targeted TV spots, including spots made to appeal to particular niche

audiences, as well as print media, and aims to show how the RX will serve "customers looking for an SUV that's as interesting as their dynamic lifestyles." The niche marketing and appealing spots likely won Lexus new fans ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.