

AUTOMOTIVE

Lexus challenges movie fans through quality audio

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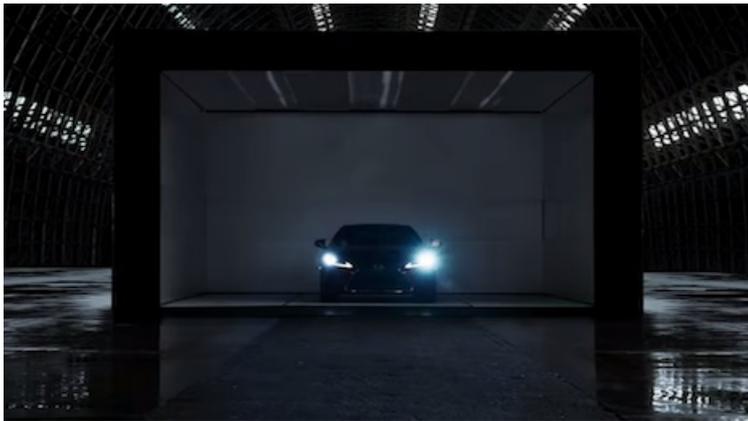


Image courtesy of Lexus

By BRIELLE JAEKEL

Toyota Corp.'s Lexus is testing moviegoers' ears with a new theater advertisement that looks to entertain viewers while showing off its vehicle's power.

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In a new theater advertisement, guests will be prompted to identify which automaker is being heard, solely by the sound of its engine. The gaming-like ad is touting the Lexus LC 500 in a manner that gets viewers to pay attention.

"The first-ever LC 500 launches this month, and this extension of the LC marketing campaign highlights a key feature of our new flagship coupe," said Nancy Hubbell, senior manager of communications at **Lexus**, Los Angeles. "The LC is a visually stunning vehicle, but it also has incredible performance capabilities and a ferocious roar."

Lexus' ad was mixed and created in partnership with Dolby Atmos and is appearing at Spotlight Theaters.

Audio advertising

"Immersive Sonic Challenge" launched on May 5 and appears before the previews at movie theaters across the United States. The ad challenges viewers to pick which luxury auto brand is responsible for the engine sounds being heard.



Lexus' video advertisement

After a clip of an engine revving is played, a list of possible automakers is displayed. One by one, names begin to disappear.

Once the list has been narrowed to six names such as Lexus, Porsche, Aston Martin, McLaren, Mercedes-Benz and Lamborghini, the audio clip is played again.



Lexus focuses on audio in its theater ad

The list of names is once again narrowed down, this time to only three, Mercedes-Benz, Porsche and Lexus. The list starts to fade to black and text appears saying, "Time's up," as the engine begins to turn over.

A vehicle in the dark is shown and an engine can be heard as it starts to roar. As it does, the lights come on and it is revealed that the engine heard was a Lexus LC 500.

The listeners hear the noise of the vehicle completing a donut.

Lexus' "Immersive Sonic Challenge" advertisement

Lexus campaigns

Lexus has been innovating in advertising similar to this. For instance, the luxury auto brand teamed with French crystal-maker Baccarat to show off its vehicles' high-quality performance and precision with its latest vignette.

"The Crystal Gauntlet" with Baccarat shows off the automaker's GS F, RC F and LC 500 models, driven by drift world champion Rhys Millen and drivers he has personally selected. The film heightens the drama with stunt driving in a room of Baccarat crystal ([see more](#)).

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

The 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 ([see more](#)).

In Lexus' Sonic Challenge the video makes a dramatic impact on viewers through its immersive audio experience.

"Using Dolby Atmos moving audio technology, we're inviting moviegoers to experience the LC through a hyper-real audio test drive," Ms. Hubbell said. "They can hear and feel the raw power of the performance coupe before the car ever appears on screen."