

AUTOMOTIVE

Lexus teams with Mark Ronson for music-making ad campaign

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Mark Ronson teamed with Lexus to create a custom music-making tool

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Japanese automaker Lexus is working with producer Mark Ronson for a music-themed video campaign promoting the brand's new Lexus LC model.

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The campaign comes with a short film showcasing both the Lexus vehicle and Mr. Ronson, interviewing the musician about his love of the automobile and why he agreed to the partnership. Lexus is taking this campaign a step further by allowing customers to create their own tracks to score their drives based on music created by Mr. Ronson.

"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," said Alain Uyttenhoven, head of Lexus Europe, Brussels, Belgium.

Musical cue

Lexus' line of coupes is getting a brand new addition in the form of the Lexus LC, a reimagining of the LF-LC concept car that won the automaker's EyesOn Design Award.

To promote the Lexus LC, the automaker teamed up with award-winning music producer Mark Ronson, of "Uptown Funk" with Bruno Mars-fame, to promote the new model.

This promotion is twofold, with one area being more traditional and the other taking a more innovative and interactive tack.

First, Lexus and Mr. Ronson teamed up for a short film and photo shoot combining Mr. Ronson's rockabilly, old-school style with the sleek designs of the Lexus LC.

Mark Ronson's short film with Lexus

The photo gallery shows him posing with the vehicle and playing a guitar in a variety of outfits and Lexus LC colors.

In the accompanying short film, Mr. Ronson speaks about his association of music and driving and how the best part about driving a good car with a good sound system is being able to listen to music without being bothered by anyone

else.

For the second aspect of this campaign, Lexus and Mr. Ronson have teamed up to create a digital tool where customers can create their own tracks to listen to while they drive. These tracks can be cobbled together from short musical "stems" created by Mr. Ronson.

This tool is meant to further the association of the new car with creativity and music.

Marketing blitz

Audio is a big part of Lexus' marketing strategy for the LC.

Recently, the auto manufacturer debuted a movie theater ad focused on this aspect of its new car.

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 ([see story](#)).

This theater ad is just one part of the larger marketing push the company has been putting out to focus on the Lexus LC.



Mark Ronson and the Lexus LC

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 ([see story](#)).

But among all those promotions, the musical tool created for the Mr. Ronson ad is probably the most unique.

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

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