

MULTICHANNEL

Lexus pushes hybrid models with multichannel Conde Nast partnerships

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By RACHEL LAMB

Toyota Motor Corp.'s Lexus is showcasing features of its CT hybrid model via Vanity Fair, Details and Wired publications and is the first brand to use interactive gigapixel images in nationally-printed publications.

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Luxury Daily

Lexus has taken out tri-fold ads in print as well as marketing itself in Conde Nast's iPad application and Web site. The campaign focuses on portraying a new kind of luxury hybrid, using panoramic Los Angeles as a guide.

"Through the lens of the Lexus CT 200h hybrid, consumers will be able to experience Los Angeles in a way never been seen before," said Nancy Hubbell, prestige communications manager at Lexus, Torrance, CA. "It allows consumers to discover four impressive features of the Lexus CT Hybrid.

"Each media platform brings custom viewing and engagement experiences, and the tablet and online destination can be shared via Facebook and Twitter for further outreach," she said.

The Lexus CT Hybrid uses 42 miles per gallon and produces 65 percent less carbon dioxide. Conde Nast did not respond by press deadline.

Zooming in

There are three Conde Nast publications that have partnered with Lexus. For instance, Vanity Fair's June issue features an inside-front cover four-page tri-fold spread for Lexus' CT Hybrid.

The first page of the ad has a cherry-red model racing through a tunnel with the words "Upset the Natural Order" in white font at the top.



Half of the Lexus ad in Vanity Fair

Turning the page, consumers can fold out the rest of the ad to show a panoramic view of the city that pinpoints different destinations in Los Angeles.



Full panoramic view

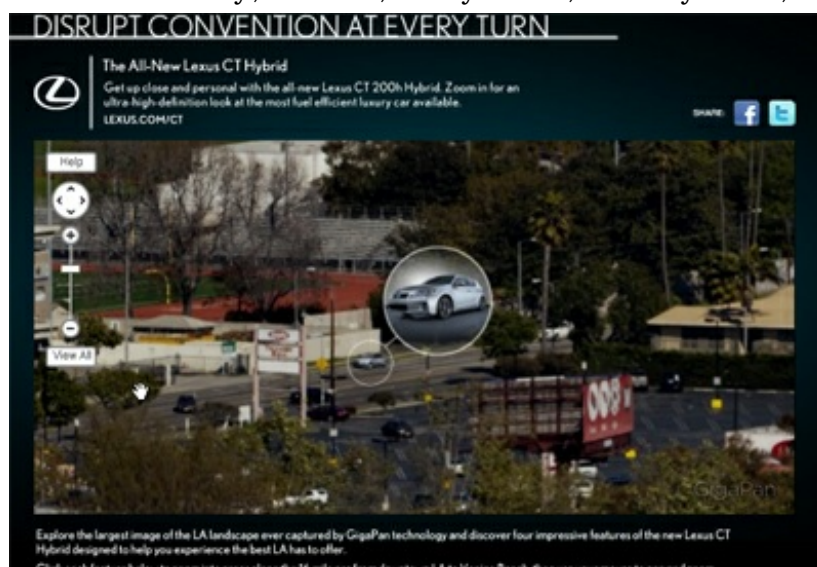
"Vanity Fair was selected based on their reach of the target audience for Lexus," Ms. Hubbell said.

The ad details the CT's exterior design, innovative material, handling and technology.

The digital component found at <http://www.vanityfairagenda.com/lexus> further engages

consumers by allowing them to zoom in on different parts of the map, which shows downtown Los Angeles, Griffith Observatory, Mt. Lee, Hollywood, Beverly Hills, Santa

Monica and Marina del Rey.



The digital version

Through the Vanity Fair and Wired tablet channels, Lexus is able to engage consumers on yet another medium.

The touch-centric nature of tablets enables consumers to physically interact with components of the vehicle and learn about the car and the process.

Multichannel marketing

Other luxury automakers are pulling out with the big guns and going all-out with their ad strategies in the coming months.

For instance, Mercedes-Benz is launching a national print, television, print, online, mobile and radio campaign throughout the course of this year to market five new vehicles ([see story](#)).

Indeed, brands such as Cadillac, Audi and Aston Martin are further bolstering their respective marketing tactics to entice U.S. consumers.

“Lexus has launched a comprehensive marketing campaign in support of the all-new CT 200h,” Ms. Hubbell said. “The campaign features unconventional executions that highlight the bold, unconfined personality of the vehicle.

“It includes many elements, such as broadcast spots, print and online components as well as experiential marketing executions that launched in March and will continue through May,” she said.

Final Take

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