

AUTOMOTIVE

Lexus takes back seat as producer in online film series

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L Studio's "I Turn My Camera On w/Lance Gross" features Michael B. Jordan in first episode. Image credit: Lexus

By BRIELLE JAEKEL

Toyota Corp.'s Lexus is putting itself in the producer seat with a new online interview series that attracts viewers with celebrity confessionals with an artful edge.

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Actor and photographer Lance Gross is giving viewers an inside look to notable celebrities and actors through the lens of his camera. A series of interviews with individuals such as Michael B. Jordan, Omari Hardwick and Kelly Rowland are filmed in an intimate style that brings fans into a friendship.

"Lexus is proud to have supported artistic endeavors with L/Studio for the past nine years," said Gabe Munch, digital and social media manager at [Lexus Marketing](#). "Through funding passion projects like 'I Turn My Camera On,' L/Studio gives talented artists like Lance Gross the ability to showcase their unique perspectives."

The film series is produced in part with Essence.

Intimate interviews

Mr. Gross will be conversing with friends and colleagues in his video series, "I Turn My Camera On" commissioned by Lexus' L Studio in variety of contexts.

The interviews will span humor, deep thought and informal conversation to keep the atmosphere intimate and allow viewers to really get to know the videos' subjects.

In addition to the intimate conversations, Mr. Gross's series will also feature footage of photo shoots with the interviewees, with himself acting as photographer.

The series first episode features a discussion with actor Michael B. Jordan, who is good friends with Mr. Gross.

Lexus' first episode opens with Mr. Gross sitting alone discussing how success is a value that is important to him, which to him means making your dreams come true. The episode then cuts to Mr. Gross photographing his friend, Mr. Jordan, as the episode is introduced with the title saying, "I Turn My Camera on w/Lance Gross."

Mr. Gross and Mr. Jordan are then shown sitting together on leather couches in a living room-like atmosphere filled

with country chic decor. Mr. Gross tells the actor how he admires his work ethic, such as the hard work it took to get in physical shape for the film Creed.



Lexus' video featuring actor Michael B. Jordan

The actor then goes on to describe his process of the film, discussing backstory and motivation behind the character. The conversation continues on to discuss the fears that come with being an actor, straddling on screen and off screen as the episode shows the two taking photos in the studio.

I turn my camera on trailer by Lexus

Lexus, the producer

Lexus has mastered the art of taking a backseat with only branding. The automaker is often sponsoring and producing film series online that are not overt marketing and do not throw the brand in viewers' faces.

Recently, Lexus showed off its impressive sound system to Hispanic music lovers with an online episodic series that took a look at different Latin music genres.

Latin pop sensation Raquel Sofia toured the top cities in United States known for their Latin music scenes in an online video series to take a look at the respective genres popular in each city. The VidaLexus RPM series saw Ms. Sofia putting a new pop spin on the classic genres, which viewers can keep listening to by downloading the EP on Spotify ([see more](#)).

Lexus also continued to step out of the automotive space to reach consumers through a digital series that brought cinematic dining scenes to life.

L/Studio, Lexus' digital content platform, also hosted another series titled "Film to Table" where a celebrity chef recreates dishes from famous films. The seven-episode series kicked off with a ramen recipe, inspired by the Japanese film "Tampopo" ([see more](#)).

"L/Studio is unique in that we purposefully don't incorporate Lexus vehicles into any of the content," Mr. Munch said. "The platform serves as a creative way to engage with consumers outside of how they would typically encounter Lexus."

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