

AUTOMOTIVE

Lexus looks to expanding families to tout its own growing RX family

January 16, 2018



Lexus look to a child in hopes to attract parents. Image credit: Lexus

By BRIELLE JAEKEL

Toyota Corp.'s Lexus is targeting parents through the eyes of a child in its latest spot, demonstrating that while a new family vehicle is fun for everyone, not all new things elicit excitement.

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

The automaker is introducing a new member of its family, while its fictional familial unit in its recent commercial does the same. The new Lexus RX 350L is being promoted in a new ad that follows a young girl named Emily, as she explains that unbeknownst to her parents, the new car is actually hers.

"This is a significant launch for Lexus because RX has always been one of the best-selling vehicles in the Lexus lineup" said Cooper Ericksen, vice president of marketing at [Lexus](#). "The RX 350L is a model that Lexus fans have been asking for.

"They love the RX and want more of it, so we added the third row to meet our customer's needs," he said. "The campaign elements will introduce our newest model while highlighting how having more space leaves room for the unexpected."

Lexus' ad was made in part with agency [Team One](#).

Growing family

Lexus' new spot begins with a young toddler-aged girl named Emily explaining that her parents got a new car. She goes through her daily routine, describing to the camera how the new Lexus actually belongs to her.

"Mom and dad got a new car," she says, "with an extra third row seats."

While she brushes her teeth, Emily goes on to say, "They think it's theirs." During breakfast she points out her parents' reactions, indicating that they have no idea.

Emily's father opens the car door for her to climb in, but first she stops to look at the camera and whisper, "It's mine."

"Mine, mine, mine," Emily continues in different scenarios that take place in the Lexus RX, such as a carpool with friends, falling asleep and dressing up in costumes with her dogs.

Another clip shows Emily's mother walking to the passenger side of the car, revealing that she is pregnant. Once inside the vehicle, Emily's mom turns to her and asks, "Are you excited about your baby sister coming?"

The facial expression that appears on Emily's face suggests she's less than pleased at this turn of events.

2018 Lexus RX 350L: Emily

Eyes of a child

This recent ad is not the only time that Lexus has used the theme of children to appeal to parents.

For instance, the automaker showcased the inner child found within every adult for its 18th annual "December to Remember Sales Event" campaign.

For the 2017 holiday season, Lexus scripted three vignettes designed for specific target markets, but the theme of unbridled, childlike joy during the holidays is a consistent message that extends across all demographics. Playing off the nostalgia of the holidays is a common thread for marketers looking to engage with consumers on a personal, emotional basis ([see more](#)).

However, these ads are not the only experience Lexus has with film creation.

The brand recently put itself in the producer seat with an online interview series that attracts viewers with celebrity confessionals with an artful edge.

Actor and photographer Lance Gross gives 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 ([see more](#)).

"We're targeting a slightly different audience than the traditional RX consumer," Lexus' Mr. Ericksen said.

"We know the RXL is perfect for modern families who don't want to compromise on space, style or functionality, but this vehicle is also ideal for travel and adventure enthusiasts who need more room for the amazing experiences they have on the road," he said.