

AUTOMOTIVE

Lexus highlights diversity in multilingual RX L campaign

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Lexus' RX L campaign comes in three versions with different families and languages. Image credit: Lexus

By DANNY PARISI

Toyota Corp.'s Lexus is taking a multicultural approach to marketing its newest model, emphasizing the universal nature of the car and the brand's burgeoning Latin American audience.

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The automaker's marketing campaign is for its Lexus RX L and focuses on how the car is suited for long peaceful drives alone or shepherding a large family and friends around town. To reinforce this message, Lexus produced similar short films with different families and in different languages but which focus on the same shared experiences.

"Lexus is simply doing what it has always done using cultural insights to create work with specific relevance to Black, Latino and LGBTQ audiences," said Ayiko Broyard, executive vice president and group account director at [Walton Isaacson](#), which did the ads.

"Certainly, the three spots share a structural similarity families getting ready to go somewhere and, of course, they share the vehicle, which is all about third row seating that gives families room to grow or the room they may already need," she said. "The differences, however, aren't just a matter of language; there are strategic decisions that connect to cultural insights."

Multilingual campaign

As Lexus seeks to promote its RX L, it has relied on a single campaign model, which has been translated into multiple contexts.

The first iteration is called "The World Is Your Oyster" and follows a woman who is getting into an RX L as the narrator speaks about how anything is possible for her. Then it is revealed that she has several kids and family members who are all riding with her, which does not deter her enjoyment of the car.

The message of the campaign is that the RX L is perfect for lone drivers or those who have large families, making it a versatile vehicle.

Never Enough

Another short film called "Never Enough" repeats the same general plot. However, instead of a woman being greeted by her husband and family, it is a man whose husband and children appear.

The final installment in the trio of ads again adheres to the basic plot, only now with a large Latin American family and the dialogue translated to Spanish.

These three versions of the same story highlight the ways in which the families are unique and diverse while sharing the same universal experiences.

Celebrating diversity

These kinds of advertising campaigns from luxury brands have become common in recent years as marketers seek to normalize the idea that a diverse array of customers enjoy their products.

For example, Tiffany & Co. fully leaned into this trope with its latest campaign named "Believe in Love."

The campaign ran across the brand's social media pages and consists of a series of black-and-white photos of pairs of hands. Each photo is a close-up of the hands of different real-life romantic pairs wearing Tiffany engagement rings and wedding bands.

Tiffany emphasizes that the romantic pairs are diverse, representing relationships of all stripes and orientations ([see story](#)).

Ms Juntos, Menos Revueltos

Diversity is vital in all aspects of the fashion world today, but many brands struggle to determine what that means or how to respond. Speaking on a panel at The New York Times' International Luxury Conference Nov. 14, fashion model Eric Underwood expressed that he feels as though it is brands' duties to accurately represent the world we live in and that Gucci has grasped this concept very well ([see story](#)).

Lexus' campaign for the RX L is interested in similar ideas, and its multicultural and multilingual approach exemplifies that.

"It's critical for all brands to respect their customers who are undoubtedly diverse," Ms. Broyard said.

"Representation really does matter to our customers and that isn't just about casting, that's also about culturally relevant storytelling ads that reflect different segments of our customer base."