

AUTOMOTIVE

Lexus uses wordplay to demonstrate the power of hybrids

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Lexus' "Cloud with a chance of truth" spot. Image credit: Lexus

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Toyota Corp.'s Lexus is leveraging clever wordplay and visualizations to "clear the air" regarding stigma surrounding its fleet of hybrids.

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"Cloudy with a Chance of Truth" is Lexus' new television spot as part of its "Fast as H" campaign that hopes to shift drivers' thoughts regarding hybrid models in relation to their power and agility. The 30-second ad, created in part with Team One, shows Lexus' hybrids literally clearing the air.

"The importance of this new campaign, 'Fast as h,' was to reinforce that a Lexus hybrid is the best version of our vehicles," said Nancy Hubbell, Lexus Communications. "Now with a lower price across the Lexus hybrid lineup that's comparable to the gas model, it also means that choosing a hybrid doesn't mean making compromises."

Clearing the air

Clouds, located strategically inside a warehouse, act as surprising obstacles for a course in Lexus' latest spot.

The automaker is using the course as a visual representation of the phrase "clearing the air," as it hopes to do so for its hybrid line, as many consumers believe hybrids lack power.

Lexus' campaign name, "Fast as H," is also a playful double entendre as the H can stand for both "hell" and "hybrid."



Lexus hybrids are "Fast as H;" Image credit: Lexus

"Of course a Lexus is powerful," begins a disembodied voice in the film as a Lexus hybrid is shown sitting in a warehouse. "But if you had any lingering doubts," she continues, as the driver starts up the hybrid and takes off. The hybrid vehicle accelerates through a cloud, almost vanquishing it as the voice continues, saying, "About the acceleration."

As she says, "horsepower," the car speeds through another cloud and banks right, stopping just short of the next cloud as she finishes, "And all around performance of a Lexus hybrid, this should clear the air."

"Lexus hybrids, crafted to be fast as H."

Lexus' "Cloud with a Chance of Truth" spot

The automaker finishes its spot by touting the rest of its hybrid lineup, explaining that they are now comparably priced to the rest of its inventory. Many consumers believe that hybrids are more expensive than standard automobiles, which deters them from buying.

Lexus is hoping to shift these misconceptions, as well as consumers' false impressions of hybrids being of lesser quality.

The spot will air during network and cable sports such as the NHL Playoffs and the U.S. Open.

Lexus of the future

In another hybrid spot for the automaker, Lexus compared the frustration of consumers experiencing batteries of everyday items dying to the long-lasting life of its hybrids.

"Always Ready" showed off the convenience of its hybrids. The film touched on a common annoyance that many consumers know well, showing that with its hybrid vehicles, drivers will have the luxury of avoiding in-the-red battery percentages ([see more](#)).

Lexus is not just looking to hybrids for the future, but a multitude of innovations.

The automaker's parent company Toyota Corporation is also looking to make driving safer by allowing its vehicles to communicate with other cars and infrastructure.

From 2021, Toyota and Lexus will begin equipping models in the United States with Dedicated Short-Range Communications (DRSC) technology, which can help prevent collisions and give drivers a heads up about upcoming road conditions. Toyota sees DRSC as a means of advancing both connected and autonomous driving, two areas seeing significant focus among automakers ([see more](#)).

"Our consumer research revealed many misconceptions about what the word "hybrid" represents in terms of performance, styling and value," Ms. Hubbel said. "Our goal is to shift the mindset and show that hybrids can be both eco-friendly and fun to drive.

"The "Fast as h" campaign is a refreshing departure from traditional hybrid advertising that showcases the exhilarating driving experience of a hybrid vehicle that always was there but was never truly celebrated until now."