

AUTOMOTIVE

Lexus underscores connectivity in multicultural effort

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Image credit: Lexus

By SARAH RAMIREZ

Toyota Corp.'s Lexus is emphasizing the connectivity of its new vehicles with a fresh campaign that also highlights the connections among drivers and their cars.

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The multicultural spots were created with black, Spanish-speaking and LGBTQ+ audiences in mind to extend the engagement of Lexus' original ES campaign. Extra emphasis is also placed on the connectivity of new Lexus vehicles, since the ES will be compatible with Apple CarPlay as well as Amazon's Alexa for the first time.

Diverse drivers

The three new advertisements each feature the 2019 Lexus ES 350 F Sport, a new addition to the ES suite that starts at \$44,000. In addition to connectivity updates, the cars have a Mark Levinson PurePlay Sound System and a 12.3" multimedia display.

"Steal the Show" focuses on the stylish details of the ES Sport, juxtaposing close-ups of the car's leather seats, wheels and more with the meticulous sartorial choices of its driver, an urbane African-American man.

Embedded Video: <https://www.youtube.com/embed/sFtAZBsti30>

A new Lexus TV ad has a Spanish-speaking announcer and a bilingual family

In "The Big Reveal," a Spanish-speaking family of three is driving down a desert road.

As the daughter scrolls through images of planes on Instagram, her father asks Alexa to play Sofia's playlist. Her expression brightens up when she hears her music on the car speakers.

The car then pulls up to a flight school and the parents turn to their daughter, happy to help her get closer to her dream of flying.

"When we dedicate everything to make our dreams reality, we see in every small detail the emotion that makes us feel powerful," the announcer says in Spanish.

Embedded Video: <https://www.youtube.com/embed/vz34ljLL8-Y>

New Lexus spots were created for minority audiences, including LGBTQ+

"First Date" opens with a man and woman driving in the city. Instead of being a couple, however, the man is driving his female friend to a blind date he set up.

He tells his friend that she will love her date, Sam, before instructing Alexa to play his "date night" playlist. The camera also pans to the upscale interior features, including the sound system.

The twist comes as they arrive at their destination, and it is revealed that the blind date is also a woman. Similarly to its companion spots, it ties in relationships drivers have with each other, technology and their vehicles.

Expanding audiences

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.

Lexus also took a multicultural approach to marketing the RX L, emphasizing the universal nature of the car and the brand's burgeoning Latin American audience.

The message of the campaign was that the RX L is perfect for lone drivers or those who have large families, making it a versatile vehicle. To reinforce this message, Lexus produced similar short films with different families and in different languages but which focus on the same shared experiences ([see story](#)).

In its broader ES campaign, Lexus riffed off its reputation for craftsmanship.

The tongue-in-cheek video series reviews the elements Lexus borrows from its other vehicles to create an even more dynamic sedan. The implication is that while other automakers may rest on their laurels, Lexus keeps innovating and mastering its designs ([see story](#)).

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