

AUTOMOTIVE

## Lexus spotlights year-round memories this December to Remember

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*Image credit: Lexus*

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By SARAH RAMIREZ

Toyota Corp.'s Lexus is looking beyond the holiday season with its annual "December to Remember" campaign.

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Now in its 19th year, the 2018 effort focuses on the memories families can make together after they add a new Lexus to their households. While nostalgia remains a strong current throughout the vignettes, the advertisements are also forward-thinking and highlight the longevity of a Lexus vehicle.

"December has always been a big time to focus on selling luxury cars for the holiday," said Carrie McIlveen, global director of marketing at **Metia**. "What is unique about this campaign is Lexus planting the seed of making a purchase early to prepare for all-year-long gifting opportunities: college, Easter and other holidays."

Ms. McIlveen is not affiliated with Lexus but agreed to comment as an industry expert. **Lexus** was reached for comment.

### Year-round celebrations

Each spot follows the same structure: a family celebrates classic milestones and traditions with a Lexus by their side. Lexus models appear throughout, still sporting the iconic giant red gift bows on top.

"Joy" follows a couple as they mark Valentine's Day during a "February to Remember," have a "June to Remember" on a family vacation with their son and finally celebrate an "October to Remember" trick-or-treating for Halloween. The gift of a Lexus NX in December set their story in motion.



*A Lexus RXL is part of family celebrations in a "May to Remember." Image credit: Lexus*

More Americana slice-of-life moments are shown in "Celebrations," including a quinceaera, Fourth of July fireworks and high school football on a fall night. Again, all of these moments to remember began with a new Lexus RXL, the same vehicle that drives the young boys to football games and drives the family to see the fireworks display.

In "Memories," a family celebrates a "January to Remember" with a snowball fight. Come April, the youngest son is hunting Easter Eggs atop the new Lexus ES, which the family then drives to drop off their eldest son at college that August.

*"Memories" from Lexus's 2018 December to Remember campaign*

Although the special moments are universal, Lexus also cast multicultural families in the spots to make them more relatable to wide audiences.

### Staying **connected**

Lexus recently emphasized the connectivity of its new vehicles with a fresh campaign that also highlights the connections between drivers and their cars.

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 was 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 ([see story](#)).

Lexus' recent holiday efforts have also focused on nostalgia and family moments.

Lexus showcased the inner child found within every adult for its "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 was a consistent message that extended 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 story](#)).