

AUTOMOTIVE

Lexus turns to AI writer for innovative film

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The Lexus ES. Image credit: Lexus

By SARAH RAMIREZ

Toyota Corp.'s Lexus is demonstrating how innovation and human intuition work together to create premium cars in a new video written entirely by artificial intelligence.

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Many consumers have grown weary of how technology continues to encroach on everyday life, and in particular approach AI with suspicion. Lexus aims to relieve drivers of these concerns by emphasizing the safety of its ES.

"The importance of this campaign for Lexus is the show of strength in the area of AI, which is extremely important in the luxury space as technology advances are literally moving at a lightning speed," said Marci Troutman, CEO of SiteMinis.

Intuitive innovation

Many Lexus campaigns emphasize the brand's traditional craftsmanship over emotionally detached robotic vehicle assembly lines.

"Driven by Intuition" begins with a Takumi master craftsman conducting a final inspection on an ES.

The new Lexus U.K. campaign was scripted by artificial intelligence and directed by an award-winning filmmaker

Takumi have been prominently featured in many recent campaigns from Lexus U.K. ([see story](#)). This time, however, audiences see a fictionalized account of what happens when a Lexus leaves the factory floor.

The sedan hits the open roads to fulfill its potential as a luxury vehicle. In a dark twist, marked by a darkening sky, the Lexus ES is selected to be destroyed.

At home, the Takumi crafter and his daughter apprehensively watch news footage ahead of the crash test. However, the AI capability of the Lexus hits the brakes in time for the vehicle to be spared much to the relief of the Takumi.



Image credit: Lexus

Lexus worked with creative agency The&Partnership London and technical partner Visual Voice to create a custom AI scriptwriter. IBM Watson was also used to analyze a range of external audio, text and visual data.

The script was brought to life by filmmaker Kevin Macdonald, who won an Oscar for one of his documentary features.

This partnership echoes the collaboration in the film between the humans creating and testing vehicles, and the vehicle's own intelligence.

"The care of the creators of the technology to the implementation and testing, to watching the test succeed and the emotional joy clearly displayed by the creators at the success of the test is a great attribution to the Lexus brand," Ms. Troutman said.

AI gets creative

Lexus is not the only luxury brand that has given AI more creative freedom.

Ecommerce lifestyle retailer Yoox is challenging traditional notions of fashion design and innovating by using artificial intelligence for something beyond digital initiatives.

Yoox, part of Yoox Net-A-Porter Group, is launching a new collection for men and women that is powered by AI. Dubbed 8 by Yoox, the line is tailored to customers' needs and wants, with a mixture of the company's style along with technology behind the creative process ([see story](#)).

Auction house Christie's has brought a modern technology into a veteran industry, as it becomes the first to sell a piece of art created by a digital rather than human artist.

Christie's will now become the first auction house to offer artwork created by an artificial intelligence solution, says the company. The move will bring AI into yet another sector in a seemingly surprising creator role, possibly shifting the AI and art industries, but some experts believe its only use is to show what the data solution can do ([see story](#)).

"Luxury brands benefit from using AI for creative purposes in marketing and advertising as all of their clientele from loyalty to new love seeing the new ways they are implementing and testing AI to ensure they get the best overall technological experience," Ms. Troutman said.