

AUTOMOTIVE

Lexus drives mobile moments with AI integration

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The Lexus ES. Image credit: Lexus

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Toyota Corp.'s Lexus has seen positive effects from a high-touch mobile campaign that leverages artificial intelligence to tailor advertising to users in the moment.

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Working with artificial intelligence provider Aki Technologies, Lexus is rolling out an ad campaign in Philadelphia, Houston and Baltimore that maps audience receptivity across segments. After seeing previous success in the summer, Lexus is gaining greater faith in AI and its ability to keenly target potential customers.

"Aki's moment marketing and AI-powered optimization brought a more granular approach to targeting that bridged the gap between the physical and digital experience to ensure Lexus' message was relevant and delivered during while the consumer was receptive," said Scott Swanson, CEO of [Aki Technologies](#), the technology provider behind the ad. "It's a unique approach to personalization that addresses the many nuances of the mobile experience that otherwise get in the way of campaign efficiency and performance."

Driving mobile moments

In partnership with the [Walton Isaacson](#) agency and Aki Technologies, [Lexus](#) published a mobile video campaign aimed at raising awareness for its ES and RXL models among Hispanic, African American and LGBTQ audiences.

Previous campaigns elicited 6 million impressions through targeting and insights, aimed a multicultural audience.



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

This will be the third leg of the campaign, which analyzes a variety of mobile data signals alongside third-party data to map moments primed for engagement. Moments such as consumers' coffee breaks, morning commutes or nights at home are some of the prime examples.

Each ad is formatted according to the moment at which it is served to the consumer.

Looking at the moments and factors that created the most engaged reactions, Lexus was able to tailor its ongoing campaign based on these factors for the best results.



The 2019 Lexus ES. Image courtesy of Lexus.

Specifically, long-form ads were saved for a time when consumers had time to view and engage, whereas banner ads were served to push interested buyers forward. The AI solution was also able to target consumers who had recently visited a dealership or interacted with Lexus on social media.

Lexus and new form media

The campaign created in partnership with Aki Technologies is not Lexus' first ride with AI, as many brands are learning to incorporate the tool into different strategies.

While this current campaign focuses on AI in the backend, Lexus also recently tapped it for a more consumer-facing strategy.

The automaker demonstrated how innovation and human intuition work together to create premium cars in a video written entirely by artificial intelligence.

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 ([see story](#)).

In another forward-facing campaign, Lexus riffed off its reputation for craftsmanship in a campaign showcasing its ES.

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](#)).

"Mobile offers an extraordinary opportunity for engagement, provided that brands think about the experience they

craft for consumers," Aki Technologies' Mr. Swanson said. "Today's messages need to be tailored not just to the audience, but also a consumer's mindset in a given moment.

"This holds true for all marketers, but is particularly essential for luxury brands, like Lexus, that hold themselves to the highest standard of excellence on every touchpoint," he said.

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