

AUTOMOTIVE

Lexus takes closer look at Lisbon in UX spot

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Lexus has tapped Elsa Bleda for an ad. Image credit: Lexus

By SARAH JONES

Toyota Corp.'s Lexus is speaking to the observant and adventurous consumer in a spot that depicts Lisbon, Portugal through a new lens.

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Airing in Europe, Lexus' "New Horizons" spot features photographer Elsa Bleda exploring the city. For the compact sport utility vehicle, Lexus has been reaching out to urban, younger drivers through marketing and sales options.

"Stylistically, the video takes cues from the best of contemporary photography and video," said Michael Mirafior, senior vice president at [MediaLink](#).

"A certain level of saturation, interesting framing using the UX's windows, clever use of natural and often harsh light, multiple shots featuring vanishing points and leveraging quick, sometimes mysterious cuts that allude to deeper storylines can be appreciated by all, but is especially resonant to a millennial generation that cares as much about emotional resonance as perfect composition," he said.

Mr. Mirafior is not affiliated with Lexus, but agreed to comment as an industry expert. [Lexus UK](#) was reached for comment.

Snap shots

Ms. Bleda is based in Johannesburg, South Africa, but she was born in France and grew up in a number of European cities.

The photographer tends to shoot buildings at night, capturing the scenes at angles that give the setting an almost dreamlike feeling.



The Lexus film was shot in the style of Elsa Bleda's photography. Image credit: Lexus

Reflecting this style, Lexus' advertisement opens as Ms. Bleda exits a white UX and stands overlooking Lisbon at dusk.

The photographer is next seen on the road during the day. In a voiceover, she says, "To capture something striking, you need to keep your eyes open. And the more you look, the more you'll see."

Further shots show the photographer standing in front of a train with her hair blowing in the wind. Clips also depict scenes that the average person might miss, from a couple running down a flight of stairs to papers floating out of a window.

Lexus also captures nighttime scenes, such as a one-on-one basketball game on an outdoor court or a rainy trip to a Laundromat.

For this filmic trip through Lisbon, the automaker shot scenes in a range of locations throughout the city, including slums.

Lexus UK's New Horizons

Lexus first aired its ad in the United Kingdom during the television show "The Voice" on March 2.

City car

Lexus is appealing to urban affluents with a new crossover and a campaign that encourages drivers to push boundaries.

Sport utility vehicles have recently dominated the luxury automotive market, and the Lexus UX reflects the demands of the evolving environment. The crossover was developed with city dwellers in mind, as many younger affluents flock to urban centers and delay car ownership ([see story](#)).

Lexus is also streamlining its leasing options for the UX as the automaker works to connect with younger, more adaptable consumers in a competitive marketplace.

With younger affluents growing more accustomed to minimalist lifestyles and the sharing economy, car ownership has become less of a priority. Through Lexus Complete Lease, drivers have the option of a single monthly payment that covers several services and simplifies the automotive experience ([see story](#)).