

AUTOMOTIVE

## Lexus explores connection between drivers and design in multichannel effort

October 8, 2019



Lexus has launched the new campaign "Our Greatest Curiosity." Image credit: Lexus

By SARAH RAMIREZ

Toyota Corp.'s Lexus is celebrating curiosity in a wide-ranging multichannel campaign that shows the different ways people search for new experiences and inspiration.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Lexus' "Our Greatest Curiosity" campaign poses a series of questions through different spots, which will appear on broadcast television, social media and streaming platforms. The automaker illustrates how human wonder has inspired some of the more thoughtful and innovative aspects of its vehicles.

### Inspiring curiosity

Lexus has released its first vignettes that ask viewers an important question: What amazing ideas will you inspire next?

A 60-second film examines curiosity from different angles, while accompanying 15-second spots focus on more specific topics and how these questions relate to Lexus vehicles.

*Lexus will extend the "Our Greatest Curiosity" campaign into 2020*

"Curiosity, it's our most human instinct," a female narrator says in the full clip. "Curiosity ignites our imagination in search of inspiration and daring new ideas."

A montage shows a series of different moments, such as a twenty-something couple trying street food together and a teenage couple sharing their first kiss. One woman is shown capturing the noises of the forest with special equipment, and a female astronaut appears in orbit overlooking the planet.

"At Lexus, our greatest isn't a machine," she continues as a man is shown entering into a Lexus sedan. "It's you."

The spot concludes with the question "What amazing ideas will you inspire next?" being typed into a search box overlaid over an image of a Lexus on open road.

Other vignettes seek to answer other questions, such as "Can you see with your ears?" and "What does exhilaration sound like?" The answers are tied back into the craftsmanship and brand ethos of Lexus.

"You know the sounds that spark feelings of excitement because you can hear them," a male narrator explains in the exhilaration clip. "These feelings are caused by particular sound frequencies sent from our ears to the brain."

*Lexus looks to connect the sound of its engine to the feeling of exhilaration*

During the voiceover, images are shown from concerts and sporting events to illustrate the premise of exciting and memorable sounds. Then three-dimensional blueprint of a Lexus engine appears as the motor roar is heard.

"By tuning engine components as if they were musical instruments, we designed four unique tones specifically crafted to reach specific frequencies as you accelerate," the narrator continues. "So each note the vehicle produces connects you closer to its performance, forming a perfect conversation between car and driver."

Other questions Lexus asks and relates to its vehicles include "Can what you drive help keep you alert?" and "Can the weather predict you?"

Lexus will air the spots on network and cable sports, including the World Series and NFL games, as well as cable, prime time and late night programming. The campaign will also include out-of-home advertising, in addition to custom content sponsorships with NPR, Spotify and other platforms.

Driving emotions

Lexus marketing campaigns often look to balance its philosophy of craftsmanship with performance and emotion.

Earlier this year, Lexus tapped into the ballooning social media phenomenon of ASMR in a film series that looks to define the sound of luxury.

The collection of films showcased a variety of iconic sounds from Lexus vehicles in a heightened manner, spotlighting different parts of the car. The automaker took viewers on an auditory tour of its vehicles, leveraging into the trend of ASMR, or autonomous sensory meridian response ([see story](#)).

Previously, Lexus also highlighted the powerful V8 engine of its LC 500 in a short film that kept viewers' attention on its dramatic sound.

In "Exit Music" a stunt driver speeds through a parking garage, adding a layer of accessibility and authenticity to the campaign. Instead of focusing on speed as many advertisements featuring sports cars do, the short film relied on something almost everyone can appreciate: music ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.