

AUTOMOTIVE

Lexus, recognizing mood, switches all US promotional advertising to national people-first effort

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Lexus has dropped switched promotional advertising in the United States to a people-focused campaign in recognition of the trauma around the COVID-19 coronavirus outbreak. Team One, Los Angeles, created the spot airing on TV and other digital channels. Image credit: Lexus

By LUXURY DAILY NEWS SERVICE

Japanese automaker Lexus, acknowledging the trauma around COVID-19, is replacing U.S. national advertising and sales event messaging with a new campaign called "The People Business" airing on primetime television.

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The 30-second spot uses the voiceovers of Lexus dealers to remind viewers that Lexus has always put people at the center of its business. The Toyota Motor-owned brand claims its focus, even in these difficult times, is to put consumers first.

"Our new campaign reveals the heart of the Lexus brand," said Lisa Materazzo, vice president of marketing at Lexus, in a statement.

"Our human-centered philosophy guides every decision we make," she said. "In looking for a way forward during difficult times, this guiding principle is more relevant than ever. We believe in taking care of people first and the rest will follow. We always strive to do the right thing for each individual, and to put people first."



The spot reflects the dealer's point of view on treating customers as guests. Image credit: Lexus

New drive

Ad agency **Team One**, Los Angeles, created the **spot**.

In addition to broadcast, **Lexus** is running digital efforts on video and display, social media via Facebook, Instagram, Twitter and Pinterest, and audio support through Spotify and iHeartMedia ads.

"Given the unknown path and timing of the virus, we do not have a set end date for the campaign or COVID-specific services currently being offered," the company said.

The campaign emphasizes that Lexus does not treat service as just a department, but a commitment to be helpful and compassionate and to treat people like guests. The dealers stress that in the spot.

"At Lexus, our objective is to have the guest experience be our number one priority," said dealer John Iacono, owner of Lexus of Manhattan, Lexus of Brooklyn and Lexus of Queens.

"It's really simple, treat people as you would a family member," he said. "Saying yes to a request, being mindful and thoughtful, and exceeding expectations is the hallmark of being a Lexus dealer."



The auto sector, like most others, is on pause in the United States as lockdowns to arrest the spread of COVID-19 have temporarily shuttered businesses. Image credit: Lexus

As the COVID-19 coronavirus rages on, Lexus is taking a number of actions to protect the health and safety of its customers, employees and communities.

"What we're facing today is like nothing we have ever faced before," the company said.

"That being said, the auto industry has been through difficult times before. At Lexus, every associate and employee stands by a covenant, an agreement to put people first. This covenant serves as our compass in good times and bad.

"We strive to always do the right thing for each individual customer, and to treat each one like we'd treat a guest in our own home. From strictly following CDC guidelines to encouraging working from home to offering a variety of payment relief options, we have implemented specific measures and restrictions to help during this difficult time."

Lexus: The People Business spot