

AUTOMOTIVE

Japan's Lexus shifts gears with TV spot as US lockdowns ease

May 18, 2020



The Lexus campaign anticipates the return of consumers to their normal routines as the lockdowns ease, steering them to the Japanese automaker's U.S. dealers. Image credit: Lexus

By LUXURY DAILY NEWS SERVICE

Japanese automaker Lexus has introduced a new integrated campaign, marking a shift from its "People Business" COVID-19 spots as more U.S. states resume business with easing lockdowns.

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Titled "Questions," the commercial and its supporting media buys encourage consumers to plan their journeys and welcome them back to Lexus dealers, both online and in-person, with enticing offers.

"Where will you go first? Will it be familiar streets or perhaps unknown roads? Wherever you go, Lexus will welcome you back with exceptional offers," intoned a female voiceover in a 30-second spot.



The commercial, called "Questions," offers a bird's eye view of open roads and scenic routes through farmland, cities, mountains and deserts. Image credit: Lexus

Open road

The latest commercial offers a bird's eye view of open roads and scenic routes through farmland, cities, mountains and deserts.

Culminating in products shots of four **Lexus** vehicles, the spot concludes with an encouragement to visit [Lexus.com](https://www.lexus.com).

Lexus agency **Team One**, Los Angeles, handled the campaign.



Viewers of the latest commercial are directed to visit their [Lexus.com](https://www.lexus.com) dealers online or in-person. Image credit: Lexus

The spots comprise new footage shot during quarantine using helicopters, drones and camera cars in multiple locations, respecting social distancing guidelines.

Indeed, not a single client or agency staffer was on set as the commercials were being filmed.

In addition to broadcast, the campaign covers digital, social, print and radio.

Team One said a second spot, "The Road Ahead," will follow in the ensuing weeks.

The current spot comes six weeks after Lexus, acknowledging the trauma around COVID-19, replaced U.S. national advertising and sales event messaging with a new campaign called "The People Business" airing on primetime television.

The 30-second spot used 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 ([see story](#)).

Lexus: Questions

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