

INTERNET

Lexus continues Pandora partnership with campaign-focused banner ads

October 25, 2011



By RACHEL LAMB

Toyota Corp.'s Lexus is continuing its partnership with Pandora with billboard banner ads and animation displays on the Internet radio service's homepage.



The automaker recently developed a radio station that featured “future-proof” tracks to parallel Lexus’ future-proof engineering. The banner ads on the Pandora site can be found at <http://www.pandora.com>.

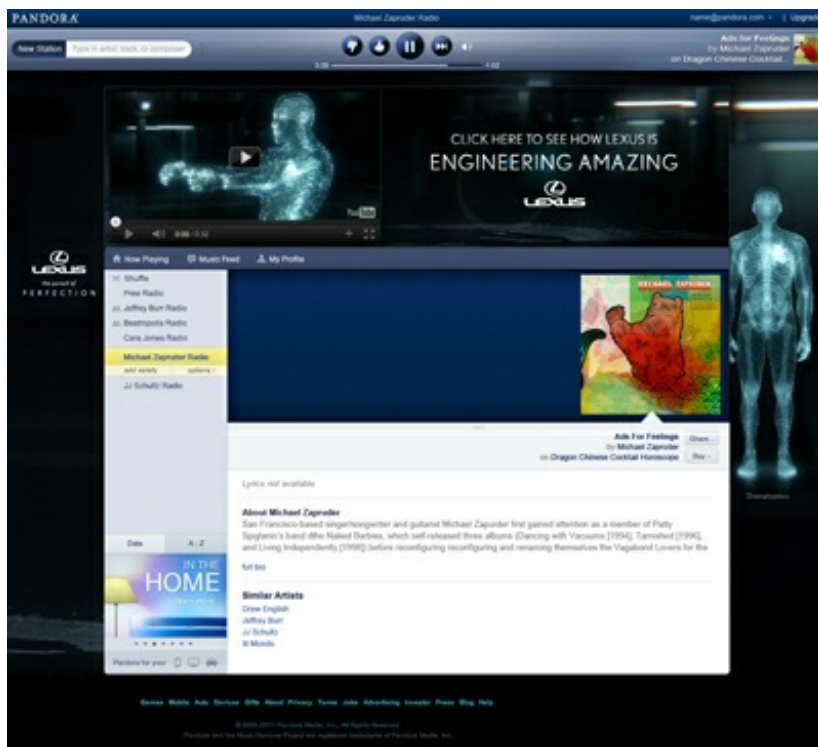
“The new billboard ad product is a great offering for all brands who seek an innovative way to grab the attention of their audience on a gorgeous, creative canvas,” said Heidi Browning, senior vice president of strategic solutions at Pandora, Oakland, CA.

“The Lexus 970x250 billboard banner and animation displays on first impression only and integrates seamlessly into the Pandora experience,” she said. “The creative appears between the player control bar and the content area and when it displays, it pushes down the content area until the next ad refresh, giving brands more real estate on the Web site screen.”

Tuning in

Lexus’ Engineering Amazing campaign was designed to give consumers an opportunity

to look at the lengths the automaker is willing to go in designing technologically-advanced vehicles. Both the Lexus Pandora station and the campaign are meant to drive traffic to the site.



Banner ads on Pandora

When site visitors click on the 10-second animation that automatically starts when the ad loads, they are directed to the Lexus Engineering Amazing page.

Consumers can watch a video with Lexus' playlist tastemaker Nic Harcourt and discover Lexus vehicles through its Engineering: Knowledge, Engineering: The Future and Engineering: Breakthroughs sections.



The Lexus site

Lexus is targeting adults 25-54 with the ad. It is the first impression that listeners see upon starting their Pandora stations.

Consumers do not have to be on the **Lexus Future-Proof music station** to see the ad.

Sites seen

Other luxury brands have been tapping highly-trafficked sites to connect with consumers. Furthermore, brands such as Ralph Lauren, Hublot, Gucci, Marc Jacobs and Omega have been taking up prime real estate on The New York Times Web site and displaying interactive and engaging ads ([see story](#)).



Ralph Lauren ads on the New York Times site

Oscar de la Renta, Calvin Klein and Tiffany also attract attention from affluent consumers on Vogue.com ([see story](#)).

Finally, Lexus and fellow automaker Mercedes-Benz took traditional radio advertising to the next level with dedicated stations on Pandora that are designed to push the two brands' campaigns and models ([see story](#)).

"Pandora allows brands to connect with their target audience while they are engaged and interacting with the music they love," Ms. Browning said. "Our goal at Pandora is to give listeners an exceptional experience that creates an emotional connection.

"We work closely with brands to extend that experience in a clutter-free ad environment that is relevant to listeners," she said. "On Pandora, brands become part of a one-to-one connection and get their message out to an engaged audience in a personal way."

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.