

AUTOMOTIVE

Lexus breaks freedom-yearning ad campaign for new LC 500 Convertible

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Lexus has rolled out a national marketing campaign for its LC 500 Convertible as it tries to woo U.S. consumers seeking an escape from COVID-19 lockdowns. Image courtesy of Lexus

By LUXURY DAILY NEWS SERVICE

Japanese automaker Lexus has launched a new marketing campaign to introduce its first convertible in five years in the United States.

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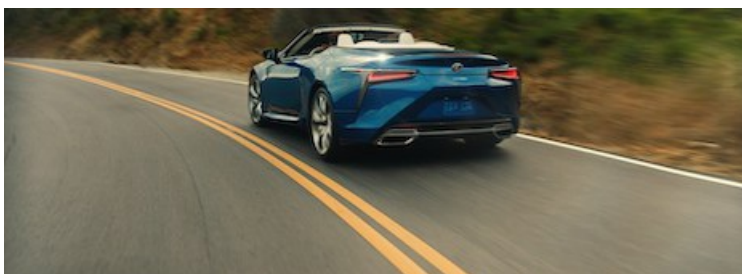
The 2021 LC 500 Convertible is Lexus' tip of the hat to get out and experience the freedom of fresh air and sunlight as consumers are cooped-up indoors from COVID-19 quarantines and lockdowns. The campaign reflects that emotional desire for freedom.

"The decision to purchase a convertible is typically an emotional one," said Lisa Materazzo, Plano, TX-based Lexus vice president of marketing, in a statement.

"More so than other vehicles, it evokes a sense of escape and freedom by heightening the driving experience," she said. "There's simply no substitute for the universal human emotion of joy that comes from an open-air drive. The LC Convertible is purpose-built to create those memory-making moments."

Created with a low center of gravity, the **LC 500 Convertible** shares many characteristics of the flagship LC 500 coupe.

Available this summer, the car includes features such as a 471-horsepower naturally aspirated V8 engine and Lexus Climate Concierge, as well as noise-minimizing engineering when the soft-top is down.



Lexus' LC 500 Convertible has sharp lines and a shared engineering with its LC 500 coupe counterpart. Image courtesy of Lexus

Spot on

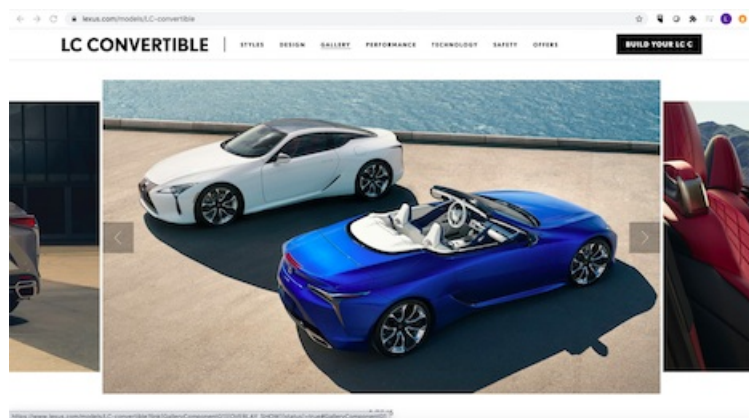
The hero spot, titled "**Keep the Light Alive**," showcases the parallel feelings of what a child experiences when playing outside and the adventures encountered, as well as an adult driving the LC 500 Convertible on a winding road at sunset.

Several scenes capture a young boy discovering the thrill of outdoor exploration just as the sun goes down, while flashing to moments of him growing into an adult experiencing a similar emotional exhilaration racing along a waterfront road with his partner.

Throughout the commercial, viewers preview the vehicle's body characteristics.

The integrated campaign appears across the U.S. on broadcast, digital, print and paid social media.

The TV spot will air during prime time, cable, late night and sports programming on networks including ABC, NBC and ESPN.



The LC 500 Convertible page on Lexus.com. Image credit: Lexus

Digital elements of the LC 500 ad campaign cover custom editorial series and sponsorships on Gear Patrol and InsideHook, with targeted ads across premium publishers such as *Esquire*, *Elle Decor* and *JustLuxe*.

Print ads will run in high-end lifestyle publications such as *Robb Report*, *Architectural Digest* and *Conde Nast Traveler*.

The LC 500 Convertible's base price is \$101,000.