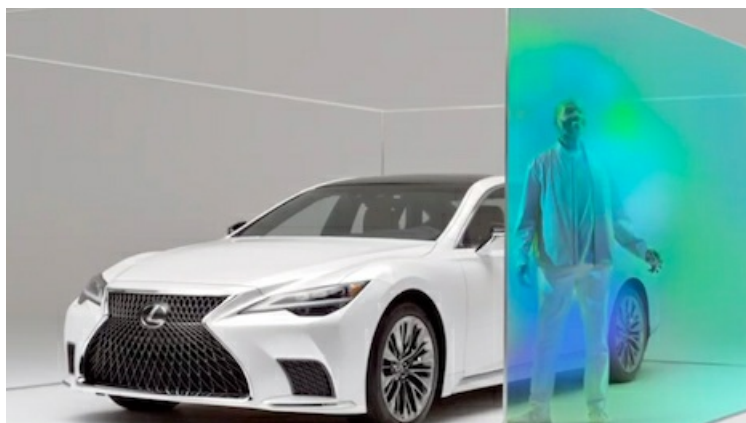


AUTOMOTIVE

## Lexus offers transformative experience in colorful campaign

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*Participants see colors of their auras in new Lexus campaign. Image credit: Lexus*

By KATIE TAMOLA

Toyota Corp.'s Lexus is sharing a transformative experience with its new 2021 Lexus LS campaign.

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In a departure from campaigns centered on craftsmanship and artisanship, Lexus instead emphasizes the emotional connections drivers can form with their vehicles. The short film begins with three participants placing sensors on their fingers that will translate their feelings into colored auras before and after they step into the 2021 Lexus LS.

"At our core, we are a human-centered brand," said Vinay Shahani, vice president of marketing at [Lexus](#), Plano, TX. "The Aura Experiment helps demonstrate how the LS and its thoughtful features and design can positively transform how people feel."

What a Lexus can change

Before the participants enter the Lexus LS, they note their excitement and nervousness as they are about to observe the color of their auras.

Each participant expresses a level of hesitancy or tension.

"What my body is feeling will be able to translate into color form," one participant explains. The participants predict the kind of colors they will receive, then put on the sensors.

*The 2021 Lexus LS offers a transformative experience*

The participants observe the colors of their auras before they enter the white sedan. The colors include rich hues of turquoise, blue and violet.

One woman wonders aloud if entering the Lexus LS will change the color of her aura.

Each participant then enters the vehicle, their curiosity piqued.



*Participant sees the new color of her aura. Image credit: Lexus*

Once in the vehicle, they each delight in assessing the vehicle's disparate features including seat adjustments, stereo settings and comfort.

Upon exiting the Lexus LS, each participant receives a different color for their aura.

"Wow! It's changed," one participant says. "This is how I feel."

"People are emotionally attached to their vehicles, and Lexus is showing that our vehicle can be a calming presence in today's highly stressful world," said Julie Blackley, communications manager at [iSeeCars](#), Boston. "As a brand, Lexus excels in the reliability of its vehicles are seems to attract the more practical segment of luxury car buyers."

The art beyond

With this short film, Lexus is proving once again its commitment to its relationship with consumers.

This short film reinforces that point, ending with the quote, "Any car can move you. A Lexus can transform you."

Lexus continues to connect to consumers using art.

Last December, Toyota Corp.'s Lexus has enlisted emerging artists to brighten up dealerships in a colorful and charitable extension of this year's "December to Remember" campaign. At six select Lexus dealerships, artists created large-scale murals that reflected the local community and celebrated craftsmanship and creativity ([see story](#)).

In 2018, Lexus created a connection between their brand and culinary artists, exploring the stories of the paths tastemaking chefs and food purveyors take to mirror its own creative and artisan process. Produced for Lexus by Cond Nast Creative Studio, "Journeys of Taste" is unfolding in four parts across titles including *Vogue*, *Cond Nast Traveller* and *GQ* ([see story](#)).

Lexus is continuing its introspection and efforts to connect to those who drive their products.

In January, Lexus released the short film, "The Lexus Life Story" which looked back on its first three decades. Looking ahead, Lexus plans to focus on building deeper connections with drivers through its next generation of vehicles ([see story](#)).

"The flagship LS is our ultimate expression of omotenashi or, ceaseless hospitality, with features that anticipate our guests' needs and serve to elevate the Lexus ownership experience," Lexus's Mr. Shahani said. "In crafting our vehicles, we strive to create an emotional connection between our guests and their Lexus."