

AUTOMOTIVE

## Lexus foregoes Super Bowl LV spot

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2021 Lexus IS sport sedan. Image credit: Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp's Lexus has exchanged the highly coveted Super Bowl broadcast space for YouTube marketing opportunities.

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Instead of having a TV commercial during the American football championship game on Sunday, Feb. 7, the automaker will have a significant presence within the YouTube masthead for its new 2021 IS sport sedan. With YouTube masthead, Lexus will be able to showcase its campaign in a native video-based ad format that will appear in the YouTube Home feed across desktop, mobile and TV devices.

### Online drive

The YouTube masthead will feature a new version of the "Names" and "Vanity Plates" spots ([see story](#)) for the IS highlighting people who fully embrace their passions.

### *Lexus Names' campaign*

This prominent placement on YouTube provides Lexus mass reach with the 2021 IS sport sedan target guest as they look to go "all in" on the cultural conversations happening around the Super Bowl. The campaign is designed to reach Lexus' youngest, most diverse customer.

For four hours each day, Sunday and Monday, the Lexus IS will also be promoted in the Featured Ad Placement in AdBlitz, YouTube's hub for showcasing all Super Bowl advertisements. Additionally, Lexus will have pre-roll placement in official NFL targeted video leading up to and during the Super Bowl weekend.

This week, the automaker launched a new video campaign emphasizing the emotional connections drivers can form with their vehicles. The short film begins with three participants placing sensors on their fingers that translate their feelings into colored auras before and after being inside the 2021 Lexus LS ([see story](#)).