

AUTOMOTIVE

Lexus redefines success with new NX campaign

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The all-new 2022 Lexus NX SUV. Image credit: Lexus

By NORA HOWE

Toyota Corp.'s Lexus is encouraging drivers to work towards the things that fulfill them in a new media campaign for its 2022 NX luxury sports utility vehicle.

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Success has traditionally been defined as getting ahead of competitors a never-ending pursuit of coming out on top while Lexus defines success as hustling for what matters. The brand's latest digital marketing effort features partnerships with Twitch, 100 Thieves, Google and Roku, and includes seven broadcast spots focused on pushing consumers to pursue meaningful goals.

"The NX represents an exciting new chapter for the Lexus brand," said Vinay Shahani, vice president of marketing at Lexus. "We are trying to reach the next generation luxury buyer, who we are calling creative visionaries they tend to be younger, more affluent and more technologically advanced.

"We are showing how Lexus understands and caters to their unique individual needs and emotional desires, with everything they are looking for in a vehicle electrification, intuitive technology, performance and bold design."

Hustle For What Matters

The campaign debuted on Jan. 3 with targeted and wide-reaching creative messaging through seven unique 30-second commercials.

"Hustle" depicts a man and a woman in a business meeting, in which the man passionately describes what it takes to be successful, and the woman thanks him for coming in for the interview.

Lexus NX: Hustle

"Get Ahead" picks up where "Hustle" left off the same woman getting into her 2022 Lexus NX and highlights various digital features of the new vehicle, such as voice command and its standard active safety system.

"Desafa," or "Defy," is targeted towards the automaker's Spanish-speaking audience and follows a young singer as she navigates the city's obstacles to get to her gig. In this spot, Lexus showcases its Remote Park smartphone

operation feature.

The high-energy "Shine" spot aims to highlight the LGBTQ+ community in an urban environment, showing the vehicle's 64-color range of interior lighting and cloud-based display technology.

"Elevate" follows two Black filmmakers as they utilize Lexus' technology to capture the action around them, which, in this case, includes motorbikes and ATVs gliding through the air.

"The creative was inspired by our NX target customers, who are ambitious and driven, but are not striving for success for success' sake," Mr. Shahani said. "The new rules of getting ahead are about prioritizing what truly matters, cutting out distractions and working hard for what fulfills you.

"Our protagonist in the "Hustle" spot embodies what this new mindset is all about."

Lexus NX Level: East Asia

The final two spots, both titled "NX Level," were created uniquely for the brand's East Asian and Asian Indian markets, and compare the performance and capabilities of the new NX class with the precision and strength of athletes.

The "Hustle for What Matters" campaign heavily leverages the digital space as Lexus hopes to connect with a more technologically savvy audience.

Digital partnerships

Leaning into the digital-first mindset, Lexus has partnered with Twitch, 100 Thieves, Google and Roku to promote the new 2022 NX class through a fully integrated approach.

The automaker is inviting Twitch creators to ride in a Lexus NX, where they will pitch streaming ideas and let fans decide which creator will be given the opportunity to turn their idea into a reality. This marks Lexus' second collaboration with the livestreaming platform.

Last year, Lexus expanded its "All In" campaign into the gaming world, with a two-hour Twitch livestream allowing viewers to rebuild the Lexus 2021 IS. Hosted by Twitch streamer Fuslie, the event prompted viewers to vote for their favorite interior and exterior modifications ([see story](#)).

Highlighting the world of esports, Lexus is working to develop a digital representation of 100 Thieves' League of Legends Championship, which will become a unique car wrap for an exclusive, customized 100T x Lexus NX vehicle.

In July 2021, Lexus became the first luxury automotive partner of the gaming organization and lifestyle brand. With the partnership, Lexus hopes to attract a new generation of consumers by connecting to 100 Thieves' growing audience of gamers ([see story](#)).

In its partnership with Google, Lexus is bringing a cloud-streamed AR experience of a redesigned NX to YouTube viewers, which will also be available on the automaker's website.

Finally, Lexus is leveraging Roku's first-party data to spread awareness of the campaign through the OneView platform, elevating its omnichannel strategy.

"We want the next generation of luxury buyers to notice that exciting things are happening at Lexus, with vehicles that fit their lifestyles," Mr. Shahani said. "We're exploring new ways of having the brand appeal to a group that may not have considered it in the past.

"We want to introduce them to a new Lexus, one that prioritizes drivers' needs and offers them an intuitive luxury experience behind the wheel."