

AUTOMOTIVE

Lexus relaunches LX 600 with empowering multichannel effort

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The LX600 SUV. Image courtesy of Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus is celebrating high achievers in a new campaign for its redesigned flagship SUV.

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Two new spots focus on the passenger experience inside the LX 600, targeting on-the-go, career-focused affluents. In addition to the broadcast ads, the "No Moment Too Big" campaign spans podcast sponsorships and multiple media partnerships.

"The LX has been a beacon of capability and style for more than 25 years," said Vinay Shahani, vice president of [Lexus marketing](#), in a statement.

"With the all-new LX 600, our flagship luxury SUV, we built on that legacy by offering uncompromising performance, thoughtful design and human-centered technology that our guests need to tackle life's big moments."

Major moments

Lexus tapped two different agencies to work on the campaign films.

Team One's "Drumroll, Please" follows three professionals, and LX 600 drivers, as they get into the right mindset for a big moment. The three are an athlete, an executive and a surgeon use SUV features including the GPS and executive seat massage as the film shows off the sleek interior and exterior.

Walter Isaacson was behind "Empower Your Presence," which follows a real estate mogul as he drives around town and gets some work done in his LX 600.

Lexus is appealing to high-powered professionals

Lexus is also leveraging media partnerships to expand the campaign's reach.

An iHeartMedia Bloomberg podcast sponsorship will include integrated host-read pre-, mid- and post-roll spots. The automaker is also continuing its relationship with publisher Heart's "Project Tell Me," an editorial effort that spotlights leaders in historically underrepresented communities.

Lexus is also working with media company Complex Network on a docuseries following two inspiring culinary trailblazers as part of Complex's "First We Feast" food vertical. The LX 600 will be the automotive exclusive partner of ComplexLand 3.0, a metaverse shopping experience focusing on lifestyle and sneaker culture in late May.

Finally, a custom, Google Cloud-streamed, AR initiative will allow YouTube viewers to picture the LX 600 on their driveways.

Lexus is increasingly exploring themes of self-fulfillment and success in its marketing.

Earlier this year, the automaker encouraged drivers to work towards the things that fulfill them in a new media campaign for its 2022 NX luxury sports utility vehicle. The brand's latest digital marketing effort featured partnerships with Twitch, 100 Thieves, Google and Roku, and includes seven broadcast spots focused on pushing consumers to pursue meaningful goals ([see story](#)).

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