

ADVERTISING

Lexus rich-media ads within MSNBC iPhone app to drive interaction

October 7, 2009



By GISELLE T'SIRULNIK



Lexus has launched a one-month long campaign within the

MSNBC.com iPhone application, letting consumers discover, interact and engage with the automaker's HS Hybrid car model.

When consumers click on banners, they are led to a one-page rich media display ad within the application on which the advertiser can provide additional information or creative. Users can then choose to click through to the advertiser's site or return to the application.

[Sign up now](#)

Luxury Daily

"We're providing a powerful platform for Lexus to connect and engage with mobile consumers," said Jeff Maurone, product manager at MSNBC.com, Redmond, WA.

“MSNBC.com is delivering exclusive content from the entire family of NBC News and MSNBC cable properties and we’ve given Lexus a unique opportunity to integrate their ads closely with our premium content while backing up those ads with an engaging BrandBlast media page,” he said.

MSNBC.com’s free application for the iPhone and iPod touch continues to soar in popularity with both consumers and advertisers. The application launched in June and has doubled its number of daily active users in the past two months.



The banners in the application encourage consumers to click to

learn more about the HS, Lexus’ very first hybrid car.

The banner expands into a full-page ad when clicked on and then consumers must click again to be routed to the Lexus landing page.

Once on the landing page consumers can locate a dealer or click on "Learn More."

The Learn More section of the site describes the car. Consumers could compare it to

other



models, get prices, see detailed specifications and view

photos, colors and features.

Consumers can also go to the Lexus mobile home page.

MSNBC.com’s free application offers advertisers a rich environment for premium brand sponsorships.

The application’s audience, combined with the flexibility that the iPhone delivers, creates an ideal environment for Lexus to engage with consumers.

MSNBC.com’s mobile “news explorer” audience is very desirable because these individuals are informed, highly-educated, affluent professionals, which is a match with the customers Lexus is targeting.

Not a new kid on the block

Lexus is promoting the HS Hybrid within the new CNN application for the iPhone and

iPod touch, with logo placement and banner ads across the mobile news platform ([see story](#)).

Lexus is not new to the mobile channel and has seen success with past campaigns. For example, the automaker's full-screen ad unit on Fast Company's mobile site achieved click-through rates greater than 10 percent, representing a fivefold increase over standard banner ads ([see story](#)).

Big Spaceship has worked with Lexus to integrate branding promoting the automaker's IS convertible into Urban Daddy's targeted iPhone application ([see story](#)).

Additionally, the roll-out of version 2.0 of ScoreCenter, ESPN's free, ad-supported iPhone application was sponsored by Lexus ([see story](#)).

But MSNBC.com claims it has something unique it offers advertisers, such as Lexus.

"The flexibility of MSNBC.com's ad units in our app really gets at the unique value proposition we bring to advertisers," Mr. Maurone said. "It's not just about banner ads.

"We offer, with the help of our partner Zumobi, the BrandBlast and BrandFrame ad units that allow an advertiser to integrate their creative closely with our content, making the ads even more contextually relevant," he said.

"We also offer traditional mobile banner units and pre-roll advertisements for videos within the application, providing advertisers with a range of options to creatively reach consumers."

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.