

AUTOMOTIVE

## Lexus releases 'December to Remember' campaign celebrating connection

November 22, 2022



*Lexus' 'December to Remember' celebrates the holidays as a joyful time to reconnect with loved ones, Image credit: Lexus*

By LUXURY DAILY NEWS SERVICE

Japanese automaker Lexus' classic campaign is back, centered around the joy of connection during the holiday season.

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The gift-giving, red bow and, of course, the jingle, are all included in the commercial. This year, though, there is a surprise: the red bow is now included in the new "Time Machine" commercial.

"This year's December to Remember' celebrates the holidays as a joyful time to reconnect with loved ones," said Vinay Shahani, vice president of Lexus marketing, in a statement.

In a 75-second spot, a little boy is shown trying to wait for the holidays. The boy decides that the new RX model that his family has is a time machine, and impatiently hopes it will bring the holidays about quicker.

For the iconic gift-giving part of the commercial, it will be the reunion of the little boy with his older brother, returning from college early to surprise him. The red bow will be on a gift the brother brings the little boy, instead of the car.

Lexus will also air its popular "Runway" and "Wonderland" from the previous year as part of its overall holiday campaign.

Take a bow

This new commercial is a turn away from the consumerism focus of past campaigns, ushering in an age where familial connection and love is centered on the shopping experience.

Lexus' decision to partner with Sprinkles will offer consumers a chance to donate to the organization for children through social media or at Sprinkles stores, starting Nov. 29. Those who donate will be entered into the exclusive Lexus giveaway.

From then until Jan. 3, Lexus will match donations up to \$250,000.

From Dec. 2 through Dec. 4, Lexus is gifting red velvet cupcakes in partnership with Sprinkles between 10 a.m. and 11 a.m., celebrating those who choose to give.

"Our dealers do a great job of extending hospitality to our guests year-round," Mr. Shahani said in the statement.

"This holiday season, on behalf of our dealers, we're inviting guests to enjoy a special Sprinkles treat and pay it forward to support the Boys & Girls Clubs of America," he said.

*Lexus' 2022 'December to Remember' sales event. Video: Lexus*

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