

PRINT

Lexus uses Wired to push Enform app suite

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By TRICIA CARR

Toyota Corp.'s Lexus is connecting readers to an online test-drive experience and introducing the latest updates on the Lexus Enform application via Condé Nast's Wired's April issue.

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Luxury Daily

Luxury consumers can simply place their smartphones near the automaker's ad to be connected to a site, which lets them test the app suite that is part of the Lexus Enform Safety Connect technology. Lexus estimates that about three million people in the United States have smartphones to access the ad in Wired, which was first on stands March 20.

"The all-new 2013 GS is tech-focused, as are luxury consumers," said Brian Bolain, national marketing communications manager at Lexus, Torrance, CA.

"They are digitally connected individuals who read Wired, a leader in the digital revolution, and are looking for information on new technologies," he said. "This ad lets us interact with them on a new level."

Testing 1, 2, 3

Consumers who own Near Field Communications app-enabled Android smartphones must place their device near the ad to activate Lexus' content in the Internet browser.

NFC chips in smartphones allow two-way communication between enabled devices. Lexus is the first brand to make use of this technology in a magazine advertisement, claims the automaker.

A mobile Web site will launch automatically that starts the Lexus Enform app suite test in which the user can view interactive videos that demonstrate the system's capabilities.

Viewers can click on six different sections of the video to be guided through the operation of each part of Enform such as searching with Bing, playing music with iHeartRadio, making dinner reservations with OpenTable and purchasing tickets at MovieTickets.com.

The mobile Web site links to the [full Lexus Enform site](#) that explains the entirety of the Safety Connect features.



Enform section of Lexus' Web site

The ad includes a link to the [Lexus Enform microsite](#), should a consumer's Android smartphone not be equipped with the correct technology.



Lexus Enform microsite

"The Enform system offers many features and a demonstration of these features is often more compelling or impressive than simply reading about them," Mr. Bolain said.

"The NFC technology enabled the level of demonstration that Lexus was seeking, in the comfort of the reader's own environment," he said.

A smart phone

The Lexus Enform system is specially made to be compatible with a smartphone to let users access mobile apps from a vehicle's dashboard. New apps and content can be added and upgraded through over-the-air downloads.

A video on the Lexus site introduces consumers to the new technology.

Embedded Video: http://www.lexus.com/enform/embed_my_2013.html

Lexus Enform video

In addition, Lexus is incorporating unique features into their digital ad campaigns.

An interactive ad for the 2013 GS overshadowed other marketers with seven pages of photos and digital content in the March Robb Report Car of the Year digital issue ([see story](#)).

Lexus is incorporating technology into its vehicles, so it is fitting that the brand demonstrates this through the use of mobile technology, Mr. Bolain said.

“Creating an ad that incorporates this technology allows Lexus to connect with fans in a new way, taking traditional media and turning it digital,” Mr. Bolain said.

“Being the first brand to create an ad using NFC technology helps to bring an innovation halo to the overall brand,” he said.

Final Take

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