

AUTOMOTIVE

All-new 2024 Lexus GX SUV stars in annual holiday campaign

November 22, 2023



"Sled Dogs," one of two new ad slots, will appear across broadcast and social media platforms this season. Image courtesy of Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus is unveiling this year's version of an annual holiday initiative.

The automaker's "December To Remember" campaign returns with two new broadcast spots, a collaboration with a well-known TikTok content creator and a display on the Sphere in Las Vegas. Supporting the brand's tentpole year-end event, the marketing run coincides with a sale of the same name, both ending on Jan. 2, 2024.

"The focus of this year's December to Remember' campaign is to intentionally celebrate the special moments that can't be wrapped from thoughtful surprises to making memories with loved ones," said Vinay Shahani, vice president of marketing at [Lexus](#), in a statement.

"We're amplifying the spirit of the season year-round through curated marketing efforts and purposeful partnerships."

Driving sales with "December to Remember"

This year, "December to Remember" will appear across television broadcasts, social media platforms and other digital screens. Two new television spots titled "Overnight Lexus" and "Sled Dogs" were created for the push.

Lexus presents "Sled Dogs," showcasing the all-new 2024 Lexus GX SUV

The first showcases a father reading his child a bedtime story revolving around the magic of the holiday season, while the other showcases the all-new 2024 Lexus GX SUV model traveling through snow-covered roads.

Alongside the new slots, last year's "Time Machine" holiday commercial will return to the airwaves during the 2023 initiative.



Siberian Husky dogs are secured in the second row of the all-new 2024 Lexus GX. Image courtesy of Lexus

From Nov. 20 to 26, 2023, visitors at the Sphere in Las Vegas ([see story](#)) can view another portion of the campaign. Transforming the installation into a snow globe, the activation promotes the Lexus GX model, visible through a crack in the faux glass.

Lexus is also enlisting social media content creator, cinematographer, and VFX and miniature artist Sebastian Jern to spread the campaign to his combined following of nearly 3 million users across TikTok, Instagram and YouTube.

Mr. Jern used his medium of choice to create a winter landscape featuring the brand's signature holiday red bow.

A signature red bow sits atop the automaker's full-size 2024 Lexus TX in "Overnight Lexus"

Last but not least, the "December to Remember" campaign involves a charitable cause.

This month, Lexus has announced plans to donate \$150,000 to the Boys & Girls Clubs of America. The company remains a proud partner of the national nonprofit organization.

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