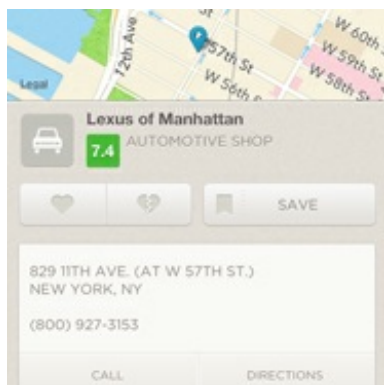


MOBILE

## Lexus bolsters year-end event via mobile check-ins for charity

December 6, 2012



By TRICIA CARR

Toyota Corp.'s Lexus is enhancing its year-end December to Remember Sales Event through a mobile initiative that allows consumers to influence a donation through Facebook or foursquare check-ins.

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Consumers can visit a custom URL at <http://lexuscheckinforcharity.com> to be directed to a Facebook application on which they can register to have their check-ins tallied through Jan. 2. Each check-in triggers a \$10 donation made by Lexus to the Boys & Girls Clubs of America with a check-in at any Lexus dealership doubling a consumer's donation tally for the day.

"The social campaign encourages those who are socially-active or influencers in their own communities to get out for a good cause and spread the word," said Nancy Hubbell, prestige communications manager at [Lexus](#), Torrance, CA.

"While our community is out enjoying the holiday season, the app gives our media-savvy fans an opportunity to connect with Lexus and help a great cause," she said.

Check it out

The "Check In For Charity" campaign is housed on a Facebook app.

Users must sign into the Facebook app for their Facebook check-ins to count toward the donation. Also, users may connect a foursquare account so that both their Facebook and foursquare check-ins are taken into account.

Users are required to visit and register with the Facebook app only once for their check-ins to count toward the donation through Jan. 2.

Lexus is donating \$10 per check-in by an app user at any venue. The automaker will donate up to \$100,000 for this effort.

The Facebook app displays a map on which markers show places where users have checked-in. Users can toggle the map to view their own check-ins as well as friends' check-ins.

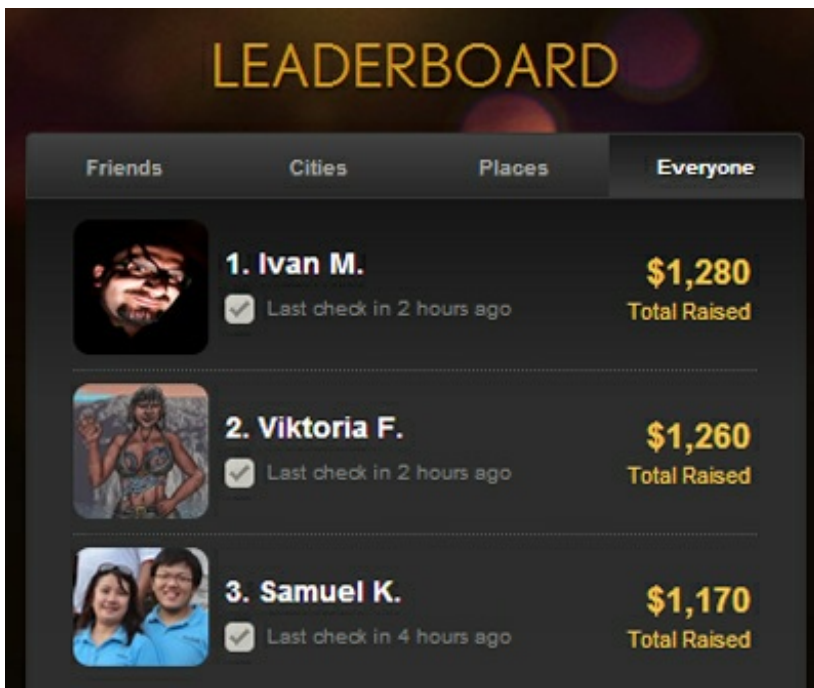
Lexus dealerships are represented by a red marker with a "2x" on it to show that users who checked-in at these locations doubled their donation amount for the day.



### *Check In For Charity app*

The app also features a leaderboard where the users with the most check-ins are showcased.

App users can rearrange their leaderboard to view activity from friends, a specific city or venue category.



### Leaderboard

Adjacent to the leaderboard, users can click to locate their nearest Lexus dealership.



### Dealer locator site

The check-in campaign is a component in this year's December to Remember Sales Event at dealerships nationwide. The entire initiative is meant to inspire consumers to get out and enjoy their surroundings, per the automaker.

Also under this program, Lexus will host 120 children from the Boys & Girls Clubs of the South Bay Dec. 13 at its Torrance, CA, headquarters. Employees will spend the afternoon with the children.

At the same time, Lexus is shutting down its social media pages Dec.13-17 so that fans can concentrate on going out and checking in for charity.

### On the move

Lexus has enacted quite a few efforts during the second half of the year to engage mobile users.

Recently, the automaker targeted New Yorkers who were visiting the AccuWeather mobile site through banner ads for the LS F Sport that lead to mobile-optimized content.

Whether intentional or not, the ads appeared when users viewed weather conditions in New York Oct. 30, which was a pivotal day for Superstorm Sandy ([see story](#)).

In addition, Lexus built brand awareness through an integrated campaign with Zynga's Draw Something mobile app that allowed users to play with the ES model's colors and Lexus-themed words.

The campaign ran for five days and included integrated game components, in-app interstitial and banner ads and social sharing. Lexus is the first automaker to use this level of advertising within the gaming app ([see story](#)).

Lexus' latest effort is tapping yet another capability of smartphones and tablets - mobile check-ins.

"While we all get out there to shop, dine and entertain family, we also want to create an opportunity for people to easily give back to a great cause," Ms. Hubbell said.

Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*

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