

MOBILE

## Lexus boosts IS model via fan-created, stop-motion Instagram film

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By JOE MCCARTHY

Toyota Corp.'s Lexus is promoting the 2014 IS vehicle with a collaboratively created, stop-motion Instagram film that draws on the perspectives of 212 fans to show the vehicle in a range of angles and tones.

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**Luxury Daily**

Under the orchestration of a directorial team during Instagram's #WorldwideInstameet, car enthusiasts and Instagram users from a variety of background blended their personalities in a film that colorfully animates the IS. By leveraging Instagram in this unifying fashion, Lexus will likely grab the attention of a younger demographic and potentially trigger more collaborative, stop-motion films.

"The design of the new 2014 Lexus IS really stands out, so what better way to showcase it than allowing hundreds of people to put their own stamp and perspective on it?" said Nancy Hubbell, prestige communications manager at [Lexus](#), Torrance, CA.

"Each frame used in #LexusInstafilm was captured by a different Instagram user who each edited their shots with their own style, which helped show off the bold personality of the vehicle," she said.

"Our goal with this vehicle is to reach a younger, tech-savvy audience. Using a creative

platform like Instagram, which has such a strong community, allowed us to introduce the 2014 IS to the target demographic in an unexpected way."

On your marks

Jacob Rosenberg and the Bandito Brothers directed the film that features the song "Hefe" by The Hit House.

A 2014 Lexus IS F Sport weaved throughout the lot to permit a wide range of views and so the vehicle appeared in a natural setting.

Marks were drawn on the grounds to instruct people on where to stand and at what angle to take shots of the vehicle.

Directors facilitated this process with 3-D mapping technology.



*Behind-the-scenes video still*

However, participants could edit the shots however they wanted. The directorial team then printed out each still, clipped them to a huge board and sequenced them to create a coherent film.



*Video still*

Interested fans can see each photo at the [#LexusInstaFilm](#) Web site. Some of the participant's share their stories in the behind-the-scenes footage.

Embedded Video: [//www.youtube.com/embed/DgmQV7hGQXM](https://www.youtube.com/embed/DgmQV7hGQXM)

*#LexusInstaFilm video*

The video includes candid interactions between the participants, the directors and the

Lexus IS.

## Creating communities

Fostering community among fans is a good way for luxury brands to create loyalty, since the ensuing friendships will be tinged by the brand's image.

Other luxury automakers try to get people from different backgrounds to come together.

For example, Porsche virtually put consumers in the front seat of its Cayman vehicle via a mobile application that is designed to promote safe driving and build brand awareness, while also letting consumers compete in a variety of challenges.

The app fosters camaraderie among current and prospective Porsche drivers by structuring and mapping driving challenges that affluent consumers may face while on the road. The app adroitly captures the movements of the car so that drivers can catalog their skills and communicate with their friends, family or other drivers ([see story](#)).

Other brands crystallize their participation at large events through social media.

For example, Rolls-Royce Motor Cars made use of multichannel efforts to propel its Goodwood Festival of Speed enterprises that was likely to excite auto enthusiasts and keep fans interested.

The British automaker chose to portray itself from angles ranging from ruthless speed to thoughtful charity to demonstrate to fans that it tries to engage them on different fronts. Rolls-Royce continued its efforts to maintain consumer interest through its social media ([see story](#)).

Lexus may stand out in the luxury vehicle sphere by embarking on a project that has rarely been done before,

"Lexus is always trying to push the boundaries," Ms. Hubbell said.

"#LexusInstafilm was our way of doing something that had never been done before in order to show audiences the innovative direction in which the brand is headed," she said.

## Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/2KsS1kYUcYE](https://www.youtube.com/embed/2KsS1kYUcYE)

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