

ADVERTISING

Lexus targets progressive demographic with online talk-show campaign

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By KAITLYN BONNEVILLE

Lexus is targeting a younger generation of luxury auto consumers with an online talk show initiative titled Darkcasting in promotion of its CT 200h hybrid vehicle.

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Luxury Daily

The online show appears on a dedicated Web site. It was created to promote conversations about the vehicle between Darkcasting host, stand-up comedian Whitney Cummings and the influential personalities who drive the vehicle.

“We have developed Darkcasting with [our consumers] mind,” said Claudia Strauss, spokeswoman for Lexus, New York. “Influencers from various fields including music, fashion, technology and food, among others, who are of interest to our consumer, will help us to jumpstart the conversation about the CT.

“Darkcasting creates a platform for the brand to introduce a new kind of Lexus to a new audience in a way and with content that is relevant to their lifestyle,” she said.

Shotgun engagement

The Darkcasting initiative also provides Lexus with real time feedback on the driving experience. It follows Lexus’ original short film ‘Dark Ride’ which appeared over the summer. The film allowed consumers to engage with the CT while sitting ‘shotgun’ in an

interactive online chase.

The Lexus CT 200 h is a luxury hybrid that is designed to appeal to a younger consumer. It targets lifestyle and beliefs of a new generation of Lexus consumers that the brand calls “progressives.”

“This audience is conscientious and media and marketing-savvy,” Ms. Strauss said. “They want to be engaged, entertained, understood and in more of a dialogue with brands.”

Darkcasting tour

The Darkcasting episodic series is featured on a dedicated Web site at <http://www.darkersideofgreen.com/darkcasting>. It takes place in San Francisco, New York, Chicago, Miami, New Orleans and Los Angeles. The first episode rolled out Nov. 4.

Each episode is approximately 5 and a half minutes long and features a personality based within that episode’s city. The personality drives through the location with Ms. Cummings in a CT 200 h, discussing the city, their career and ambitions and the vehicle.

Here is the San Francisco Darkcasting episode:

“With comedian Whitney Cummings as our host, the conversation is unfiltered, fun, engaging and relevant,” Ms. Strauss said.

“Our drivers help us provide context for the vehicle itself as they drive in their home towns and share stories, creating lots of great shareable content, an ongoing opportunity for dialogue within their networks and way beyond, and a way to show the car in action on the streets,” she said.