

MOBILE

Lexus IS unlocks global audience through Real Racing 3 mobile game

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By JOE MCCARTHY

Toyota Corp.'s Lexus has secured a permanent spot for its IS 350 F Sport model in the popular Electronic Arts mobile video game Real Racing 3 that will reach a dedicated gaming cohort of car enthusiasts.

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The IS model will be featured in two races within the game, giving fans time to observe the vehicle's traits and develop an interest. The immersive nature of video games gives automakers an unrivaled amount of time to form a bond with prospective consumers.

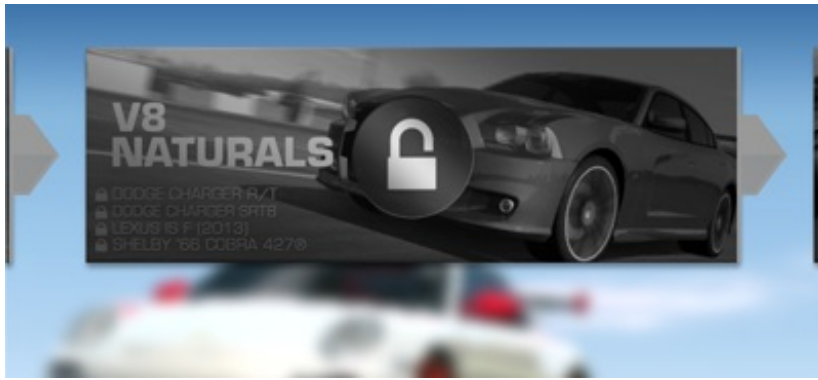
"As mobile gaming continues to evolve with stunning graphics and fun challenges, we've seen an increase in our target audience's desire to engage with the brand on this platform," said Teri Hill, **Lexus** media manager, Torrance, CA.

"This opportunity with Real Racing 3 lets us entertain a young, connected, tech-savvy audience in a medium that appeals to them," she said.

"We won't have results for a few weeks but we do expect to engage with a lot of fans who want to test drive the 2014 Lexus IS F SPORT."

Clean race bonus

Normally, the IS model is not immediately available. Players must complete several challenges and accumulate money to unlock different models.



Real Racing 3

However, after completing the first race, a notification flashes across the screen telling players that the IS is now being introduced into the first block of races. Two featured events each week will allow players to drive the IS for free.

Users are given lush views of the exterior when the model is selected.



Real Racing 3

Prior to each challenge, players choose from the available vehicles depending on how much money they have earned. Vehicles automatically accelerate during races.

Players tilt their mobile device side-to-side to maneuver the course and tap the screen to break.



Real Racing 3

Following the race, players receive gold coins and money based on their rank and how smoothly they completed the course. Next, to remain competitive, upgrades to a different vehicle can be purchased or money can be saved for a more expensive model.



Real Racing 3

Other luxury brands featured in Real Racing 3 include Ferrari, Audi, Bugatti, Bentley and BMW.

The first race that includes the Lexus IS will be an autocross, fastest-time challenge on the Catalunya National track. The Speed Snap race will become accessible in early November and will require players to cross the finish line of the Suzuka Grand Prix at a certain speed.

Players will receive in-game notifications when the Speed Snap race is available.

Dealer showrooms will boast a customized version of the game that features only Lexus vehicle and offers a three-lap race. However, users can unlock the exclusive experience with a code.

Real Racing 3 can be downloaded for free at <https://itunes.apple.com/app/real-racing-3/id556164008>.

Get it now

The Lexus IS has fueled diverse campaigns over the past few months.

For instance, Lexus generated interest in the IS model during New York Fashion Week with a live holographic performance art experience that showcased the brand's penchant for devising creative ways to engage fans ([see story](#)).

The "Lexus Design Disrupted" event centered on the brand's commitment to technology design and featured model Coco Rocha and a retrospective from the archives of designer Giles Deacon. Structuring the event around a broad theme rather than the IS model itself allowed Lexus to reach greater creative heights and stand out in a crowded arena.

Also, the brand broadened its cross-media campaign for the 2014 Lexus IS with an interactive microsite that encouraged fans to create an "Amazing Mix" for a chance to win tickets to the 2014 Pebble Beach Food and Wine Festival, overnight accommodations and \$2,000.

The Amazing Mix microsite enshrined the 2014 Lexus IS on a raised platform and let users experiment with a number of inputs that transform the screen. Promotional campaigns that ask for greater involvement among younger fans may generate future customers since they help to create memorable brand connections ([see story](#)).

"One of the coolest features of adding the 2014 Lexus IS F SPORT into Real Racing 3 is that the vehicle is free to play during the two sponsored Featured Events of the Week," Ms. Hill said.

"Typically, new players must play the game for some time to progress to a point where they can purchase the vehicle, but we are making it available for free to anyone during the Weekly Events in order to drive maximum engagement and exposure for the new vehicle," she said.

Final Take

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