

MULTICHANNEL

## Lexus affirms TV commitment with branded channel

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By JOE MCCARTHY

Toyota Corp.-owned Lexus teamed up with Comcast Media 360 for a branded television channel to consolidate content and build relationships with Xfinity customers.



The channel allows the automaker to extend the duration of campaigns and raises the likelihood that an impactful impression will be made. Despite the sirens surrounding television, the advertising platform has proven resilient.

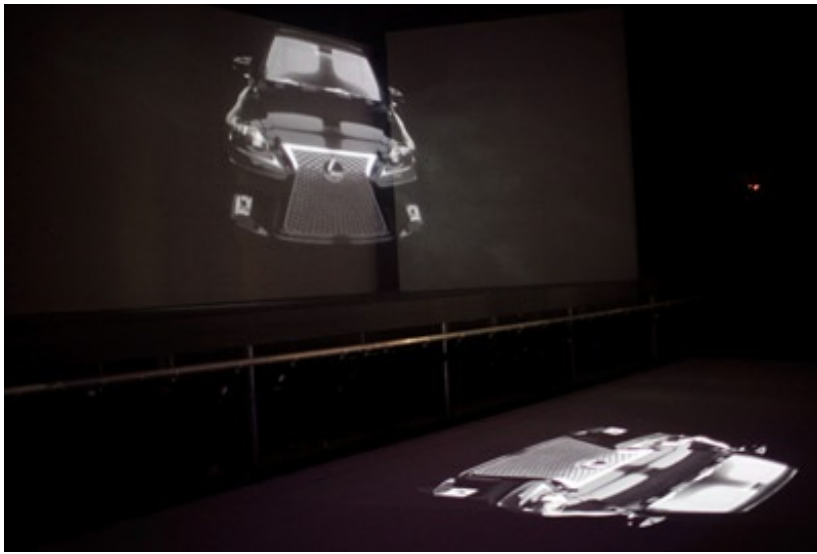
"A 30-second TV commercial can do a lot and has great reach, but many brands have additional, longer-form content that can be showcased in this type of environment that expands on what you can show in a commercial message," said Chris Ellis, senior director of brand strategy and communications at Comcast Spotlight, Philadelphia.

"In this particular case, there's also a function to request a brochure to be emailed to you, opening a direct, one-to-one communication between the advertiser and an interested consumer."

Whole personality

The Lexus branded channel will be accessible to consumers through television and any digital platform.

Content will range from videos, photo albums, games and other interactive content. The automaker will also commission original content for the channel and special brochures can be requested.



### *Lexus Design Disrupted at New York Fashion Week*

Since the majority of a brand's marketing content cannot fit within a television spot, the channel enables loyalists to stay up-to-date and gives new consumers a better sense of what the brand stands for.



### *Lexus' Amazing Mix microsite*

Conceivably, the channel can become a comprehensive portrait of the brand. Rather than navigate a social media page or Web site, an Xfinity user who is also a Lexus loyalist may turn to the channel for new content, whether through her TV or smartphone.

Lexus aims to promote deeper engagement with lifestyle content, according to a brand statement. The automaker will also have another resource for measuring consumer interests.



### *Behind the scenes of Lexus' Instafilm*

Rich media ads that organically appear on other channels will now provide a pathway to the Lexus channel.

Still clicking

Lexus regularly leverages television to entice new consumers.

Last summer, the automaker promoted its Lexus IS sport sedan with television spots that aimed to pique consumer interest by disrupting expectations.

The 2014 Lexus IS advertising campaign sought to applaud the lifestyle of the ideal Lexus consumer. The ads vied for ways to provoke the audience into adopting similar attitudes ([see story](#)).

During the holiday season, the automaker injected some of the zest and energy brimming in its “Lexus Design Disrupted” efforts into the traditional “December to Remember” sales event to marry two sides of the brand’s image.

The three television spots chopped up pithy narratives with creative transitions and featured the modern fashion and pop music that played a continual role for the brand in 2013. Since consumers cherish predictability during the holiday season, it was smart that Lexus was able to use the same foundation from previous years while tilting the angle to keep things fresh ([see story](#)).

Having a site to consolidate content will likely help a brand that deems television a valuable platform.

"This kind of branded channel serves the goal of building on the reach of a traditional television campaign with deeper engagement," Mr. Ellis said.

Final Take

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

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