

MOBILE

Lexus guides consumers out of comfort zone in UrbanDaddy app

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Go Further app

By JOE MCCARTHY

Toyota Corp.'s Lexus teamed up with lifestyle brand UrbanDaddy for an application that draws on Instagram to give fans a broader sense of popular cities.

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Luxury Daily

The "Go Further" app determines a user's travel patterns to create a spatial "comfort zone" that he can then go beyond with the guidance of UrbanDaddy. Lexus' CT Hybrid is positioned as the inspiration of the brand to suggest that the model pushes boundaries.

"Fundamentally UrbanDaddy is all about exploration and discovery and we take our role as curators of those things pretty seriously," said Lance Broumand, CEO of **UrbanDaddy**, New York. "Our job is to push our readers to open their minds to new places, experiences and adventures.

"It's clear that they crave both of those things but life has a way of forcing you into habits and routines," he said. "Everyone sticks to general 'zones' that they know and are comfortable with and one of the amazing things about this app is you get to see that in a very powerful visual way.

"Lexus' campaign happened to be about that very idea—the idea of pushing to go further,

trying new things and embarking on new adventures. It got us both thinking about ways to actually 'push' people to 'go further' and through collaboration between our teams, this app was born. "

Making suggestions

The "Go Further" app aims to get consumers to check out new restaurants, bars and other nightlife venues.

First, the app determines the user's location to create a basic map of possible destinations. The "heat" map is shaded various grays and users can further refine it by synchronizing their Instagram page to provide the app with a history of location check-ins.

Once these check-ins are accounted for, the app has a better sense of the user's preferences and nightlife profile. The user's comfort zone is designated by clustered circles.

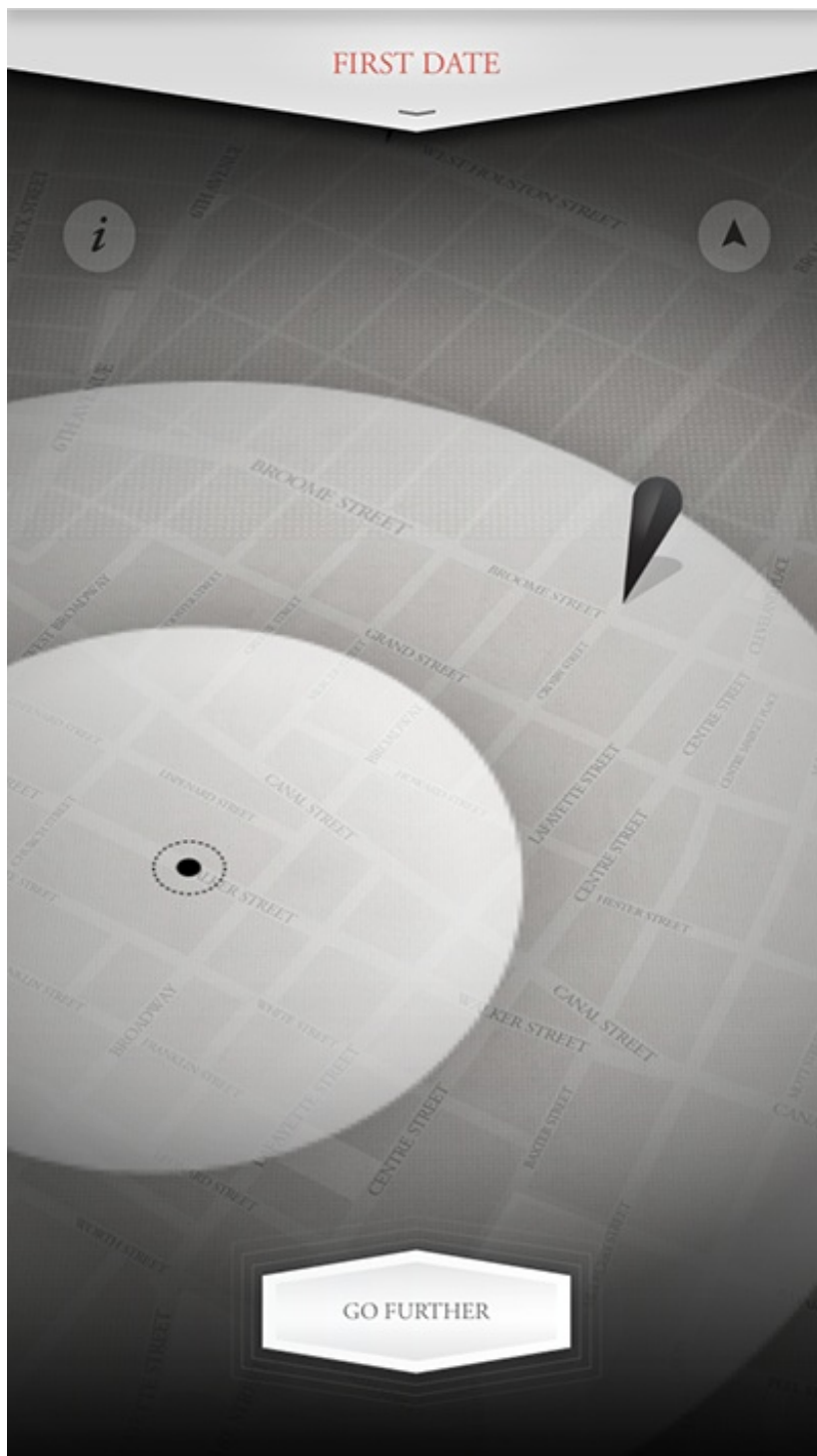


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The app then spurs users to go beyond their normal stomping grounds, or "go further," by providing destination suggestions.

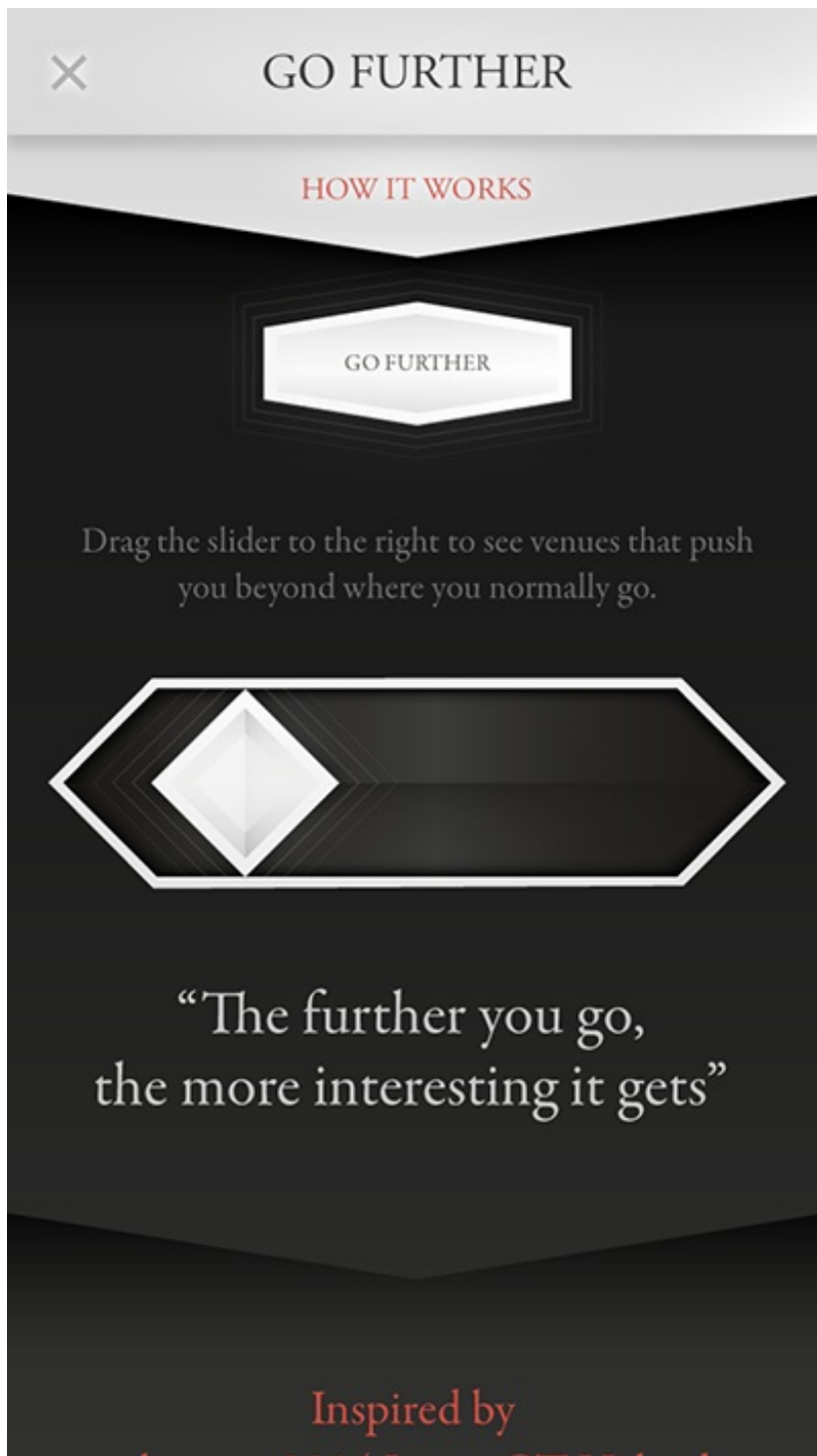
When a suggestion is made, an arrow jumps off the map to go to a new location marker outside of the comfort zone.

Users can filter "Go Further" possibilities by "Up for Anything," "Celebration," "Indulgent Desserts," "Deal-Closing" and "First Date."



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If a user decides to "Go Further," he is asked just how much farther he wants to go by using a sliding measurement scale. To keep the suggestions within walking distance, the user can slide the scale to the left and if he does not have a limit on distance, he can slide the scale to the left.



Go Further app

The app can be downloaded [here](#).

What boundary?

Pushing or "disrupting" boundaries has been a favorite campaign theme of Lexus over the years.

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.

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 ([see story](#)).

Also, Lexus is upping its commitment to artistic innovation by expanding the “Life is Amazing” short film series.

The series comprises the work of multiple rising filmmakers and writers and will be screened throughout the summer at various film festivals around the world ([see story](#)).

"Realizing that you're actually in a comfort zone is pretty startling - its like finding out you're in the Matrix," Mr. Broumand said. "There's actually a denial phase - no one thinks of themselves as actually in a comfort zone until they see it so starkly in a beautiful white Lexus inspired heat maps and realize that they have to push to do more.

"I realized that I spend most of my life within a 10 block radius," he said. "Please don't tell that to Lexus. I'm planning to expand that in the near future."

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/jDHrLGb8sMw](http://www.youtube.com/embed/jDHrLGb8sMw)

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