

Experience the Childlike Excitement of the Holidays with Lexus

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PLANO, Texas (Nov. 1, 2017) — Lexus' annual December to Remember Sales Event is back for its 18th year with stories that showcase the unbridled childlike joy of the holiday season. This year, three luxury market commercials will remind adults that they can unleash their inner child, thanks to their brand new Lexus topped with a big, red bow.

“A holiday filled with laughter and fun can bring out the kid in all of us,” said Cooper Ericksen, Lexus vice president of marketing. “This year, the Lexus December to Remember campaign reminds adults that holiday surprises – such as the delight of our iconic red bow – are still possible.”

All three spots show children embodying pure happiness as they admire their shiny new Lexus, each with a different take. One features a shocked little boy as he dances with excitement, the second showcases a young girl meeting her new best friend for the first time and the third shows a boy dancing and jumping for joy in celebration. In each storyline, the sound of the key fob cuts to reveal that the child is actually an adult reveling in childlike excitement. The ads feature the iconic red bow, the classic “December to Remember” jingle and a voiceover reminding everyone that, “nothing brings out your inner child like the holidays.”

The first spot, “Whispers,” opens on a sweet girl in a red coat and beret as her jaw, and the snowball she’s holding, drops to the ground as she discovers the Lexus GX in her driveway. She runs to the LUV, whispering how much she loves the car and that they’ll be best friends and travel everywhere together. The lively spot cuts to a young woman whose husband asks if she realizes the car is both of theirs. She pauses, tells the car not to listen to him and smiles.

The second spot, “Dancer,” starts with a handsome boy holding a snow shovel — until he sees the Lexus IS. He immediately drops the shovel and gleefully examines the gorgeous performance sedan in his garage with animated facial expressions and peppy dance moves. As he slides to his knees with a flourish, the key fob clicks and he exclaims it’s exactly what he asked for as his wife and daughter look in.

The third spot, “Stunned,” shows a young boy questioning how a Lexus RX could possibly be for him. “Is this for me? For real?” He breaks out his dance moves as he checks out the exterior and stands on his tiptoes to examine the beautifully designed interior. When the key fob clicks, we see he’s an adult; he breaks out of his reverie to respond with a cheer when his wife asks if he’s happy with the Lexus.

The broadcast spots begin airing Nov. 1 on network and cable television, sports networks and more. “Dancer” has also been created for the Hispanic market, and a translation of “Whispers” will be created for the Asian-American market, providing further reach. The accompanying print campaign will spread cheer with product-focused imagery and the reminder to rediscover the feeling of the holidays with the sales event. The digital campaign will incorporate the same look and feel with banner ads that will run on popular automotive and high-traffic lifestyle and sports websites. Out-of-home extensions will include placements in Capital One Arena and Times Square, and radio will run on national and local levels. The campaign also features seven weeks of multicultural media presence across 16 key markets, including broadcast, radio, print and digital executions.

The December Sales Event offers incentives through Jan. 2, 2018. To view the spots, visit youtube.com/lexus.