

Lexus Redefines Sophistication with the Entirely New RX

January 04, 2016

Image not found or type unknown



TORRANCE, Calif. (Jan. 4, 2016) — Today Lexus debuted a national integrated marketing campaign for the entirely redesigned Lexus RX luxury crossover. With a modern interior wrapped in a chiseled exterior, the revolutionary new RX demonstrates that sophistication can have an edge. The marketing campaign targets customers looking for an SUV that's as interesting as their dynamic lifestyles.

“Our best-selling luxury crossover has been reimagined inside and out, appealing to modern families and youthful, culturally engaged customers,” said Brian Smith, Lexus vice president of marketing. “The RX defined the luxury crossover segment when it first launched in 1998. This marketing campaign illustrates how we’ve transformed the RX and redefined sophistication.”

Two national TV spots highlight the RX’s design and performance. In “Beautiful Contrast,” shots of an elegant woman walking past classic European landmarks are intercut with shots of a man driving the new RX past the city’s modern architecture. Contrasting views of the city at night continue as the RX catches the woman’s attention. The driver arrives at a modern arch and parks. The woman catches up to them, intrigued, and they peel away in the RX.

“Modern Luxury” continues the story from the first spot and presents the vehicle’s duality. Shots of the woman driving the RX hybrid gracefully through daytime city streets are intercut with shots of the man driving the performance-focused RX F SPORT. The commercial highlights the chiseled exterior and interior craftsmanship. Both spots end with a voiceover saying: “Never has luxury been this expressive.”

Music by Mutato—a music production company founded by Devo’s Mark Mothersbaugh—adds to the sexy vibe in “Beautiful Contrast,” while an original song called “Cool” from 80s band Pylon creates a rock soundtrack for “Modern Luxury.” A stylized behind-the-scenes video paints a broader picture of the RX transformation.

Three multicultural spots round out the broadcast campaign. “Judgments Rewrite” is tailored for the black audience and illustrates how the redesigned RX is an ideal vehicle for the confident and successful professional. As a modern couple start their day in an upscale, futuristic home, the spot acknowledges that following your passion leads to great rewards, such as the aggressively sculpted RX.

“Meet the Unexpected” is geared toward a Hispanic audience. Inspired by magical realism, it illustrates what happens when imagination meets emotion. A man wakes up in a desert and finds a Lexus RX key fob in his hand. He enters the vehicle and drives through a dreamlike mountain pass. A beautiful woman appears as he drives by and gets in, representing the unexpected yet highly desirable RX.

“Ahead of the Curve” speaks to LGBT customers. A stylish couple start their day in their avant-garde home as one man grabs his briefcase and walks outside to his new RX. The house mirrors the sculpted RX body, demonstrating that the SUV was engineered to keep up with a modern lifestyle.

The integrated national campaign will appear on broadcast, digital, print and out-of-home media. The TV spots will air during prime time, late night, cable and sports programming, with properties such as NCAA Basketball on CBS, English Premier League on NBC, and the NHL on NBC and DirecTV Center Ice.

Digital presence for RX includes unique brand integrations with AOL, Google/YouTube and “The Mindy Project” on Hulu. An immersive campaign with Facebook/Instagram will provide consumers with contextual RX content after relevant “life moments.”

Print media features the headline “Sophistication. Sharpened.” and includes placement in active lifestyle and fashion titles such as *Bicycling*, *Sports Illustrated*, *W* and *Vogue*. For the first time, the RX will star in this year’s *Sports Illustrated*, Swimsuit Edition in a unique six-page gatefold.

The spots and behind-the-scenes video are available for viewing at [youtube.com/LexusVehicles](https://www.youtube.com/LexusVehicles).