

Lexus Goes Beyond Utility With First-Ever NX Crossover

January 05, 2015

Image not found or type unknown



TORRANCE, Calif. (Jan. 5, 2015) – Today, Lexus debuts an integrated marketing campaign to launch a luxury crossover that goes beyond utility: the Lexus NX. The campaign illustrates how the 2015 NX goes beyond the capabilities of a typical SUV to offer urban consumers a stylish vehicle that fits their active lifestyle. The campaign will target a social, highly engaged youthful audience.

“Lexus is entering a new segment with our first-ever entry luxury crossover. The NX is a dynamic vehicle that blends high-end design with utility,” said Brian Smith, Lexus vice president of marketing. “This marketing campaign creatively demonstrates that this vehicle—which offers a chiseled, angular body design with an aggressive turbo-charged engine—is fun to drive and ready for any adventure.”

Four spots were developed in total targeting the highly diverse audience in the marketplace. First, a pair of companion spots will begin airing today highlighting the NX’s form as well as function.

In “What You Get Out of It,” a group of high-fashion urbanites walks through a warehouse to fill an empty shipping crate with items they need to suit their lifestyle. They climb into the crate with their cargo—a bicycle, luggage, an electric guitar and a snowboard—and a friend closes the container. The crate’s four walls suddenly drop to the ground, dramatically revealing the all-new NX. The group peels away in the vehicle that so perfectly complements their active urban lifestyle.

“Moving” continues the first spot’s story. The same group of friends drives the NX through the warehouse as key vehicle specs, including the Qi wireless device charger and next-generation Remote Touchpad, are highlighted. Both spots end with a voiceover that states, “Once you go beyond utility, there’s no going back.”

A third spot uses music, sound and quick pacing in an industrial environment to encourage viewers to enjoy a bold lifestyle. And a fourth spot urges consumers to follow their passions. That spot shows a confident man driving his NX, disregarding the status quo and proudly going his own way.

The ads will air during prime time, late night, cable, and network and cable sports. Notable sports properties include multiplatform ownerships with March Madness on CBS, NHL on NBC Sports and college football on ESPN and Bleacher Report.

Supporting print, digital and out-of-home media elements highlight style and technology. The print campaign will be featured in titles such as *Dwell*, *GQ* and *Saveur*, and will appear in *Vogue*’s Spring Fashion Issue. In addition to heavy digital presence through paid media and high-traffic websites, a first-to-market Facebook campaign connects Lexus with urban consumers using hypertargeted auto-play video ads.

Three spots are available for viewing at youtube.com/LexusVehicles. Follow the social conversation with #LexusNX.