

Lexus Captivates Audiences with the 2013 ES Marketing Campaign

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TORRANCE, Calif. (Sept. 5, 2012) — Lexus is launching a compelling and progressive marketing campaign to introduce the 2013 Lexus ES, its top-selling sedan. The entirely new ES represents the latest step forward in Lexus design — including next-generation technologies in connectivity and safety, as well as the first-ever ES hybrid.

“The new ES proves what’s possible when advanced technology is elevated by style,” said Brian Smith, Lexus vice president of marketing. “The launch campaign is strategically built to showcase the vehicle’s many impressive innovations with equally captivating and engaging marketing initiatives.”

Double Take

After the successful launch of the GS sport sedan earlier this year, the 2013 Lexus ES and ES hybrid continue to prove there is no going back for the automaker. The campaign’s television commercials set out to demonstrate that when high-tech and high-style are combined with purpose, the results can be dramatic.

In the first general market spot, “Split World,” the 2013 ES makes its debut through mirrored images. Architecture, cyclists, trees and bridges create an eye-catching and intriguing world as the vehicle is gradually revealed, dynamically driving along and through this split world. The spot draws attention to the exterior, featuring the bold new styling and clean, sculpted lines of the car in a way that is fresh, unexpected and visually engaging.

The second general market national ad, “Infinite Glances,” uses a dynamic infinite zoom to emphasize the ES’ ability to captivate again and again. As the viewer travels through an urban, bustling city filled with streetlights, pedestrians, cabs and cars it becomes apparent that every car is the new ES. The camera zooms alongside, past, and even straight through multiple vehicles, getting slow-motion looks at the new design, particularly the spacious interior with advanced technology and a modern design. While the zoom fluctuates in speed, it never changes direction, but is always pushing forward through this world. The spot provides intriguing and kinetic moments, and in the process showcases the many ES features that make it ever more compelling each time the car is seen.

Three additional spots geared toward African-American, Hispanic and LGBT audiences will also air at launch: “Make your Mark,” “Future Unfolded” and “Mark of Pride.”

Marketing Campaign Extensions

The ES launch will kick off a brand initiative built entirely upon Lexus’ social media channels. “Lexus Ignition” will curate start-up projects from entrepreneurs and innovators — products that, like Lexus, represent the intersection of high-tech and high-style — and invite Lexus’ digital community to vote for the products they like most via a custom Facebook app. In total, Lexus will provide \$100,000 in seed funding to four fan favorites. The products all push the boundaries of design, technology and innovation, including an RFID-based camera and a

foldable electric bicycle.

An additional program that combines social and digital media experiences will make Lexus the first-ever automotive manufacturer to create a Brand Magazine on Flipboard, the world's first social magazine designed for iPad, iPhone and Android. Content from Lexus' Twitter feed will help populate the Brand Magazine. Lexus will also run ads in the Flipboard channels of *Esquire* and ESPN.

In the sports arena this season, Lexus will sponsor the ESPN Saturday Afternoon College Football Halftime Show. The sponsorship includes activations across online, mobile and tablet platforms. To further extend the ES "Stunning Work of Technology" campaign to a highly engaged audience, Lexus has secured heavy primetime premiere schedules across ABC and NBC, as well as a local Emmys sponsorship in Lexus top markets.

Online initiatives include heavy digital presence through paid media and high-traffic websites with page takeovers and pushdown banners.

The print campaign will be featured prominently in *Vanity Fair*, *Elle Décor* and *Sports Illustrated*. Key out-of-home elements include full-motion video boards at DC Gallery Place and digital boards in New York City's Times Square. Additionally, "Split World" will run in more than 1,500 movie theaters in 183 markets.

The broadcast spots begin airing tonight during primetime, late night, cable programs, network and cable sports, and spot TV. Additional sports broadcast packages include multi-channel advertising with NFL, NHL and NCAA Football on ESPN. The spots are also available at www.YouTube.com/lexusvehicles.