

Lexus Revs Up Campaign to Launch the All-New GS

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TORRANCE, Calif. (Feb. 6, 2012)—On the heels of Lexus' first Super Bowl spot, the luxury automaker is launching a multi-faceted marketing campaign today for its highly anticipated 2013 Lexus GS sport sedan. The bold new GS—which arrives in showrooms this week—marks a defining moment in Lexus' history, with major enhancements in performance, design, technology and luxury.

“This vehicle has come farther, faster than any other vehicle we've developed, and is the first to wear the new design face of Lexus,” said Brian Smith, Lexus vice president of marketing. “With the GS, we're redefining our place in the industry, as well as in drivers' minds. Our marketing campaign has to do the same, and it's supported by one of the largest media buys in the history of the company.”

There's No Going Back

Each of the four television commercials featured in the campaign reinforce the notion that once you rewrite the rules of your industry, “There's no going back.”

Two spots titled, “Resistance,” highlight the cutting-edge technology features available in the new GS. On a moonlit night, objects from technology's past, including a telephone booth, turntable, and typewriter, begin to slide along a desolate road, as if pulled by a mysterious force. The GS begins to get pulled back as well, but the car fights the force and breaks free, taking off in the other direction. As the car gains momentum, it skillfully swerves around the oncoming objects. One spot introduces us to the next generation Enform® app suite, where apps allow drivers to perform local searches, make restaurant reservations, purchase movie tickets and more. The second spot promotes leading-edge safety technology—including the Night Vision System and Blind Spot Monitor—which help keep the driver safe from the dangerous objects hurtling his way.

A third spot, “Beast,” is a derivative of the brand's Super Bowl commercial and showcases performance features of the vehicle, including the four driving modes (ECO, Normal, Sport and Sport S+) and Lexus Dynamic Handling system. In a futuristic lab, there are several loud thuds, and a large metal containment box bursts open with a dramatic explosion as the all-new GS races out of the box. As the GS F Sport aggressively maneuvers through a tunnel in the science facility, the voiceover announces that “the next generation of Lexus will not be contained.”

The GS F Sport drives through city streets in the fourth spot of the campaign, “Earn It,” a multicultural spot illustrating that success comes from “bold decisions.” This spot will run nationally on select cable networks.

Campaign Fueled by Interactive Technology

Beyond the new broadcast spots, Lexus is launching several programs in print, online, TV, and radio as part of its overall GS integrated marketing campaign.

In a first-to-market opportunity for the automaker, Lexus will create an insert utilizing NFC (near field communication) technology for Wired, appearing in select copies of the April issue. In a highly targeted campaign component that transforms consumer interaction with print publications, Lexus will utilize emerging technology to showcase the Enform app suite to tech enthusiasts. The insert will allow NFC-enabled smartphone users to view the mobile site upon placing the phone on top of the insert. Other smartphone users can access the mobile site by entering the URL in their browsers.

The next-generation Enform app suite also will be spotlighted in two new partner programs. Luxury lifestyle website JustLuxe will feature editorial content on upscale dining experiences, allowing readers to link directly to Open Table to make reservations. Lexus also will create a new GS branded music station on Pandora highlighting artists, songs and albums that have revolutionized the music industry.

As another campaign initiative to engage consumers, Lexus is partnering with NBC Universal to Shazam three popular programs during certain episodes. Viewers become active participants while watching “The Soup” on E!, “Psych” on USA, and “Being Human” on SyFy. With the NBCU “Shazam Nights” program, viewers will have access to extended programming content, as well as GS video and photo galleries via their mobile devices. Participants also will gain access to win a custom travel package, upgraded in GS fashion.

Online initiatives celebrating Lexus’ Super Bowl debut include YouTube mobile and MSN and ESPN homepage takeovers, the biggest post-game presence in Lexus history. The overall campaign also consists of a heavy digital presence with high-impact roadblocks on auto and lifestyle sites, as well as exclusive mobile and tablet sponsorships.

The print campaign will be featured prominently in Automobile, Esquire and Robb Report. Key out-of-home marketing highlights include full-motion video boards at DC Gallery Place and new digital boards in New York City’s Times Square. Additionally, “Beast” will run in 700 movie theaters in more than 150 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 NHL and NCAA March Madness. The spots are also available at www.YouTube.com/lexusvehicles.