

# The Standard of Amazing: Refining What You Deserve

April 14, 2025

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For 2025, Lexus is rewriting the script and unveiling the next chapter of a story as captivating as the brand itself, The Standard of Amazing. Taking insights and lessons learned from past initiatives, the new campaign has its sights set on meeting consumers at their passion points and eliciting emotional connection with vehicles that capture the pathos of desirability and elevated experience. Partnering with numerous renowned advertising agencies, Lexus has their sights set on a human-centric approach while continuing to instill an avidity for eloquence and vigor.

The question remains though, “Why now?” Having a line-up that still retains its freshman status in the wider lens of the automotive world, Lexus knew that now was the time for more than just a new look. Championing the various lifestyles and aspirations of consumers across the board, The Standard of Amazing campaign focuses on driving desire for Lexus as a brand, beyond just the cars that it makes. Going hand in hand with the human-centric approach, this next chapter exemplifies the very emotions that drive people, forging connections, interests, and memories with each step.

Debuting April 14<sup>th</sup>, The Standard of Amazing campaign speaks to a broad audience while still offering an intimate ambience of luxury. Featuring talent appearances and voiceovers across various spots and content, Lexus draws on familiarity and captivating voices to create a sense of belonging that calls on everyone to strive for greatness. With content continuing to roll out over the next few months and assorted vehicles showcased, including the Lexus LX and Lexus LC, consumers are only just starting to get a glance at this next step for the brand.

From the team at Walton Isaacson (WI), their first piece to go live is “Reaching a Higher Standard” with Blair Underwood painting the picture of what it means to redefine what’s possible, how Lexus refines what one deserves, and to drive cars that evoke emotion along every step of one’s journey. Underwood, who also lends his voice as narrator across the brand campaign, calls on consumers to challenge themselves in the pursuit of amazing and reset the standard. The only ask in this pursuit of refined mastery? Choose a vehicle that does the same.

When asked how they chose to respond and convey this new message for Lexus, the WI team recognized the opportunity to revamp the brand’s narrative by moving beyond engineering excellence to capture the profound emotional connection that it inspires. Balancing Lexus’ legacy for precision engineering with its future as an emotional catalyst, the agency meticulously crafted complimentary stories to demonstrate this direction.

Executive Creative Director Ricardo Trejo noted, “Bringing ‘The Standard of Amazing’ to life marks a pivotal moment for Lexus. This work isn’t just about showcasing vehicles; it’s about igniting feeling—the thrill of the drive, the pride of ownership, the anticipation of what’s next. It’s a bold creative foundation that will shape the brand’s story for years to come.”

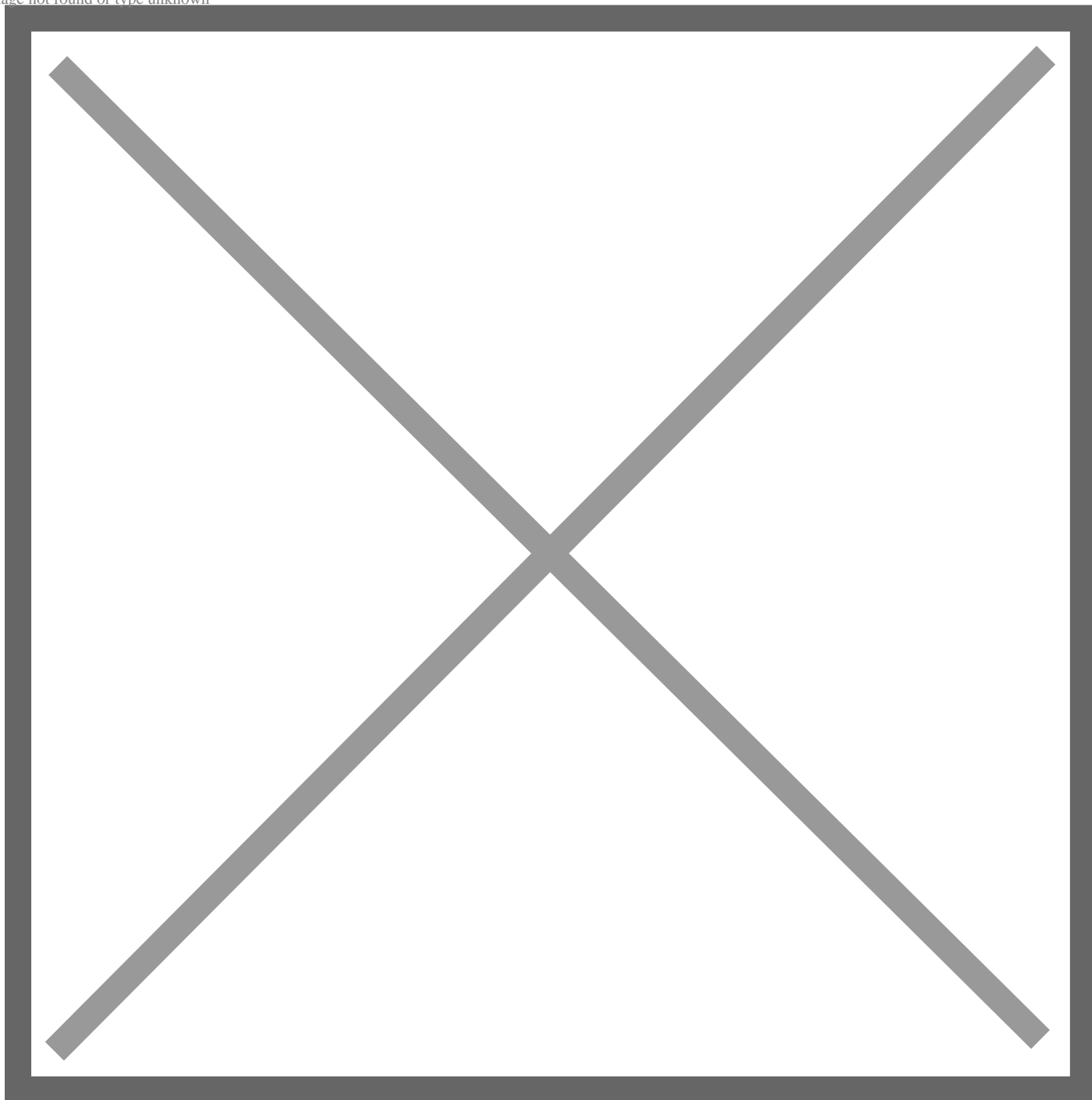
With the evolution of the brand’s tagline from “The Pursuit of Perfection” to “Experience Amazing” now a decade into its tenure, LA-based agency Team One knew they had to create something as well that spoke to a higher aspiration: to make drivers feel something. With their national piece “No Such Thing” debuting along with the regional spots “Perfectionist,” “Found,” and “Recognized,” Team One wrote out a comprehensive story focusing on the various aspects of the brand that pull on heartstrings and ambitions alike.

In “No Such Thing,” consumers are immersed in the exhilarating lifestyle that Lexus ownership is meant to inspire. Ranging from the balance of design and performance to the parallels of surgical precision on track and artistic grace on stage, Team One captures what it means to personify the soul of the brand itself.

With all the complexities that go into a project as vast as this, Lexus had one seemingly simple question for Team One's Chief Creative Officer, Chris Graves – what message did you aim to convey? "It's more than a campaign; it's a bold statement about what Lexus stands for – a brand that believes vehicles shouldn't just be exceptionally made but also create powerful emotional connections. Our creative work reflects this ambition, celebrating how Lexus designs are resonating deeply and setting a new standard for what 'amazing' truly means."

All of this starts with a simple idea, a notion that it was time to tell that new story. Lindsay Smelser, general manager of Lexus Product and Consumer Marketing, tasked agencies with creating a message instilling desire for the brand while evoking the very emotions that guide everyone through deeper understanding. Choosing to reinvent their image, Lexus knew it was time to set a new bar for the standard of amazing. "Luxury is more than craftsmanship and refined performance; it's about feeling something. For those who have not experienced the Lexus standard of amazing, our new spots share a glimpse of what it feels like to own a Lexus," said Smelser.

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Consumers can expect to get a first taste of the new campaign on April 14<sup>th</sup> and see just how much the automaker has raised the bar. Looking ahead for The Standard of Amazing, Lexus will debut content throughout the coming months showcasing additional efforts from the WI team along with Team One and IW Group. While a new chapter of this story is already being told, audiences will have to wait just a little longer to turn to the next page.