

# Lexus Spotlights Craftsmanship with December Sales Event Campaign

November 15, 2013

TORRANCE, Calif., (Nov.15, 2013) — With a new take on its iconic holiday campaign, Lexus today launches an integrated marketing campaign for its annual “December to Remember” Sales Event. The commercials are driven by modern fashion, pop music and rich colors in a continuation of the brand’s new design direction. Focusing on the artistry, craftsmanship and precision that go into every Lexus vehicle, the campaign offers a fun and contemporary take on the classic bows.

“The new spots feature our symbolic oversized bows while spotlighting the care and craftsmanship that go into every Lexus vehicle,” said Brian Smith, Lexus vice president of marketing. “The holidays are a special time of year, and the Lexus December Sales Event campaign tells a story that reflects the brand’s bold, stylized personality.”

The first spot, “Precision,” highlights the 2014 Lexus IS, focusing on the vehicle’s aggressive design and attention to detail. Shots of a woman cutting and sewing red silk correlate with shots of the interior stitching, bold exterior lines, and illuminated signature headlamps of the white IS sport sedan. As the bow maker presses the sewing machine pedal, the spot cuts to the IS driver pushing down the gas pedal. The spot showcases the meticulousness that goes into each IS while maintaining a chic look and feel.

“Artistry” focuses on the skill and innovation that embody the 2014 Lexus ES luxury sedan. A designer sketches a bow before the spot cuts to shots of the sculpted headlamps, signature spindle grille and sleek exterior lines on a white ES. A woman enters the studio, and the couple folds and stitches the bow showcasing their craft; similarly the ES deftly maneuvers down a road as streetlights reflect in its metal body.

In “Craftsmanship,” the entire family assists with the bow as a white 2014 Lexus RX luxury crossover makes its way through a wintery terrain. A grandfather shows a child the ruby gemstones sewed into the fabric as the spot cuts to a close-up of the RX’s finely stitched leather seats, dash and interior mood lighting. The RX drives over a series of rolling hills as the mother unfurls a large piece of red fabric. All three spots have a purposefully unique bow that matches the attributes of each vehicle, showcasing the full lineup of vehicles that appeal to a wide range of consumers.

A new take on the classic December Sales Event jingle also contemporizes the spots. Original music produced and performed by Grammy nominated artist Sam Sparro lends energy to the campaign as vocals are incorporated into an alternative rock version of the jingle.

Radio, print and online extensions highlight incentives offered through Jan. 2, 2014. The broadcast spots will air on network television, cable television, sports channels and more. Digital campaign executions will run on key automotive websites, and out-of-home campaign extensions include placements in DC Gallery and Times Square. To view the spots, visit [YouTube.com/LexusVehicles](http://YouTube.com/LexusVehicles).

In addition to the marketing campaign, Lexus will once again offer a “Check In for Charity” social component as part of its December Sales Event. Beginning in December, Facebook and Foursquare users can connect to the

custom app by visiting

[LexusCheckInforCharity.com](http://LexusCheckInforCharity.com). Once activated, consumer check-ins to everyday locations like coffee shops, retail stores or even the office will generate \$1 donations, up to \$150,000, from Lexus to Boys & Girls Clubs of America. Check-ins at Lexus dealerships and Boys & Girls Clubs of America facilities will generate \$2 donations.

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