



CAMPAIGN PITCH

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MEET THE TEAM



Elaina Jowdy

Marketing Major
DMTA Minor



Annette Ospino

Telecomm Major
DMTA Minor



Kieran Allen

Telecomm Major
DMTA Minor
ENTI Minor



Zach Salvo

Advertising Major
DMTA Minor



Jadyn Reinhart

Public Relations Major
Sport Studies Minor
DMTA Minor



EXPERIENCE AMAZING

LEXUS

Lexus is a division of Toyota Motor Sales, U.S.A., Inc., a wholly owned subsidiary of Toyota Motor Corporation.

"An automotive company that takes inspired design, relentless innovation and uninhibited performance and turns them into passionate, moving experiences"

PRODUCTS OFFERED:
LEXUS LUXURY SEDANS,
SUVS, HYBRIDS,
PERFORMANCE CARS AND
ACCESSORIES

DISTRIBUTION CHANNELS:
ONLINE
IN STORE

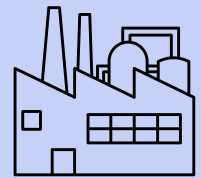


BENEFITS & WEAKNESSES

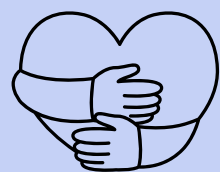
KEY BENEFITS/STRENGTHS



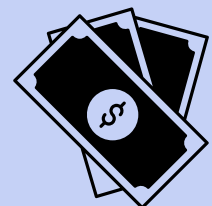
Heavy emphasis on Safety & Performance



Japanese vehicle technology (Toyota)



Versatile product comfort



Strong financial backing from parent company (Toyota)



Reliable raw material suppliers

WEAKNESSES



Late arrival to the luxury car space



Heavy competition from European manufacturers such as BMW (sportier), Mercedes Benz (premium classy), and Audi



TARGET AUDIENCE

User Persona

SAMMI



Age: 10

Occupation: In elementary school and loves cars, both her parents get brand new cars very frequently

How she spends her free time:

- Dance class
- Scrolling through TikTok
- Watching movies with her friends
- Playing soccer

"When I get older I want a car that is super cool!"

TYLER



Age: 25

Occupation: Recently graduated from college and works in Finance, has always had a interest in cars

How he spends his free time:

- Working out
- Attending fun events with friends
- Scrolling on TikTok and Twitter

"I have always dreamed of being successful one day and when it comes to cars I have always wanted something other people will look at and be like WOW!"





OUR IDEAS

MAIN GOAL:

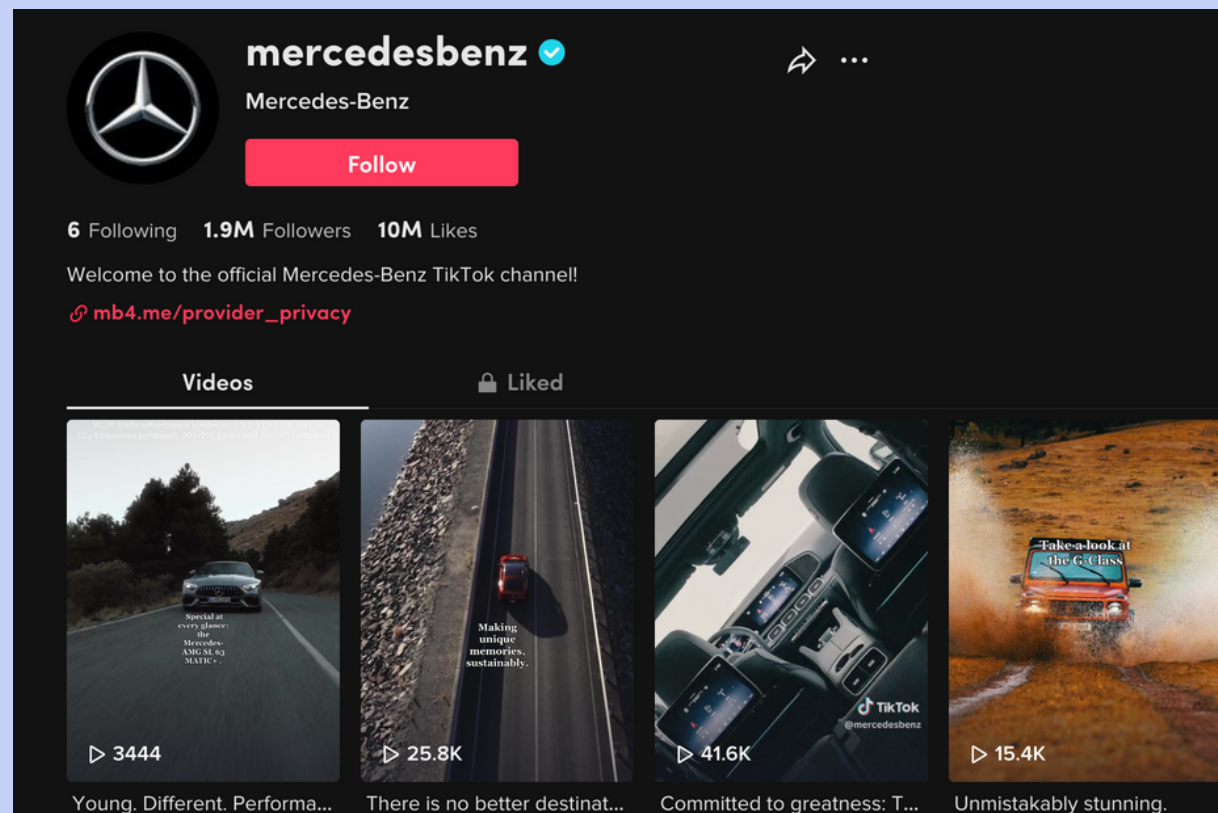
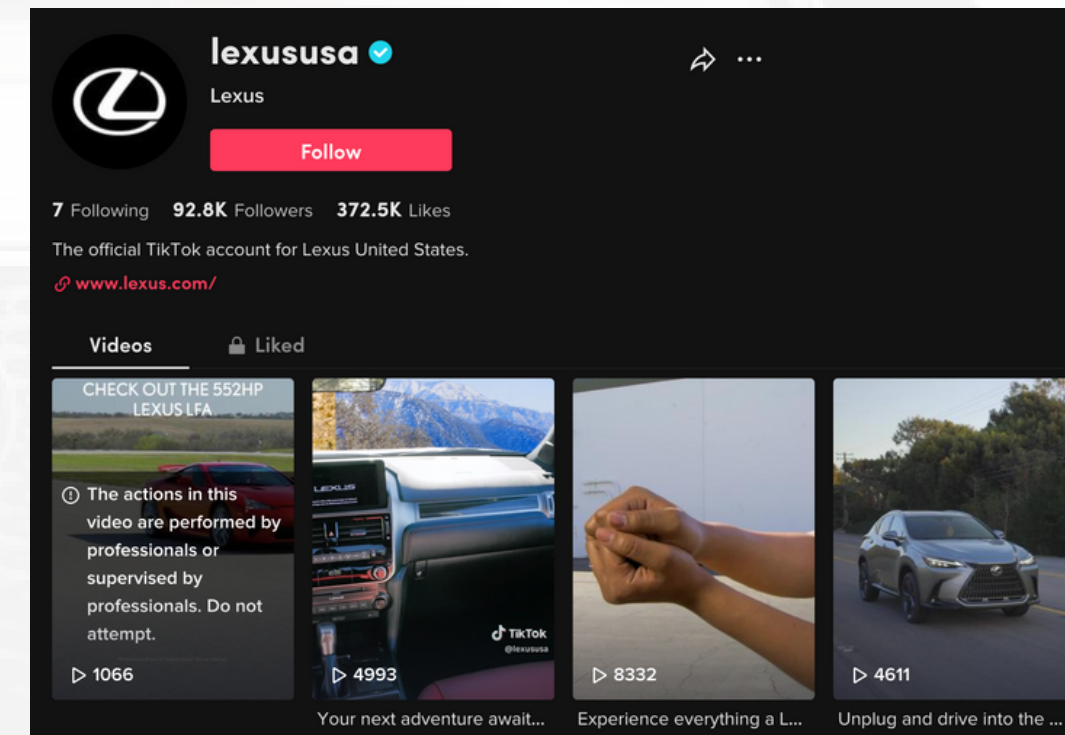
**"WHEN I GROW UP
I WANT A LEXUS"**

(INCREASE CONSUMER AWARENESS / DESIRE)

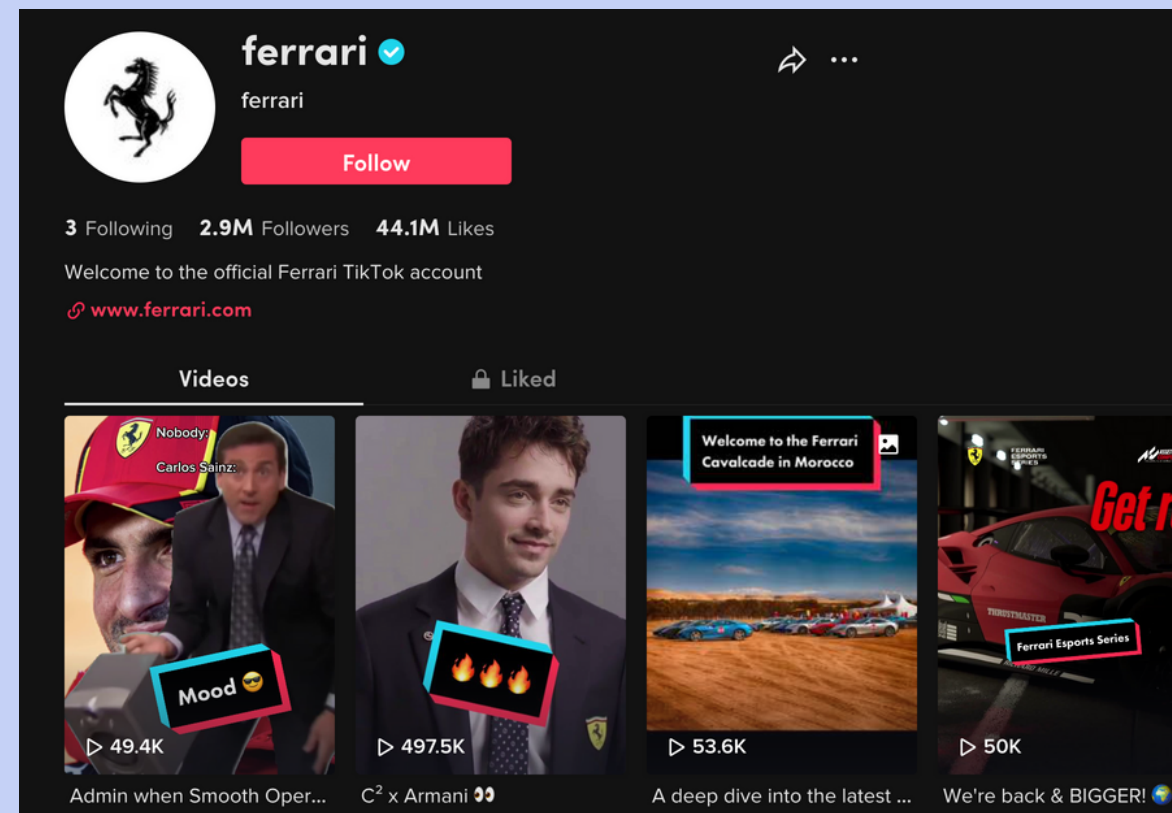


1 TIKTOK CONTENT

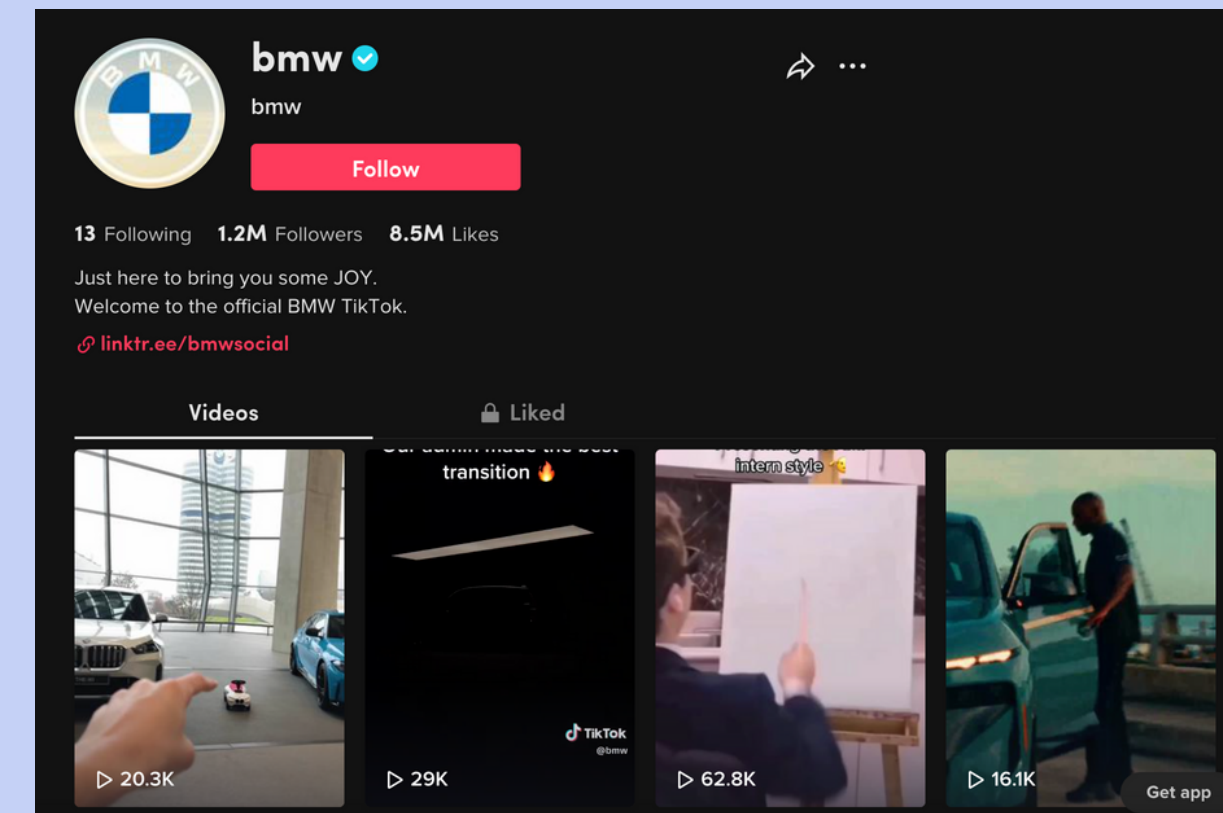
The current landscape:



Mercedes: Sleek & mysterious



Ferrari: High energy - highlighting cool and exciting content



BMW: Funny and playing on trends



TIKTOK CONTENT

GOAL: Exposure & highlight behind the scenes technology

"Behind the Wheel" Series

Highlight the manufacturing process, details & technology that happen behind the scenes:



"Make Lexus your **DREAM** Car" through showing:

Behind the Scenes of the
Manufacturing & Special
Features



Behind the Scenes of
Lexus' Owners



2 VR EXPERIENCE

GOAL: Exposure & simulation of high class driving experience to new and future customers

Bringing a VR Experience to Car Shows & IMSA Racing events

Simulates driving the **newest** Lexus models to a big audience, especially to people who have an interest in cars!

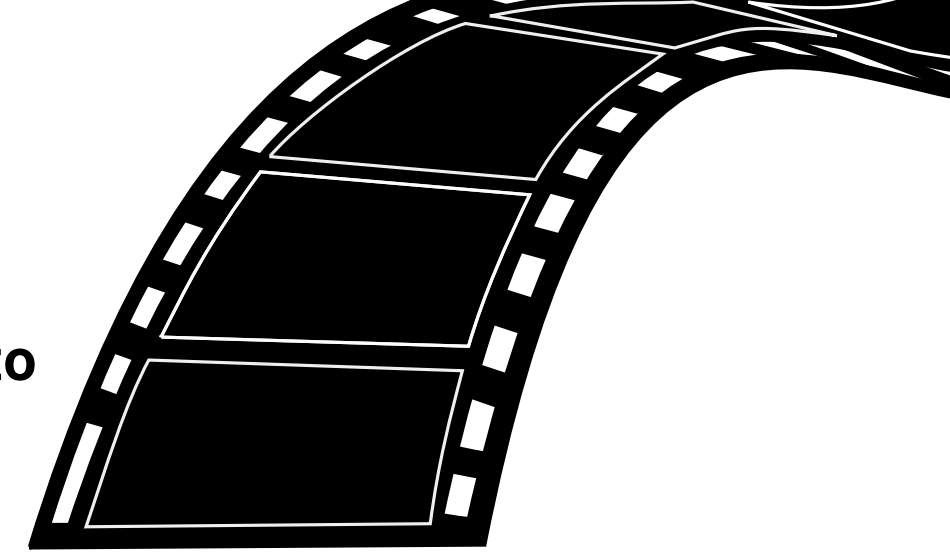
- QR codes will be shown on the TV surrounding the inside of the booth - when you scan you can sign up to play the VR game and will be taken to Lexus social accounts
- Promote UGC with #ExperienceLexus
- "Sign up to access"



Stay in the Lane with the Lexus VR Racing game. Users will be able to choose from the various models of Lexus cars. Once they choose they will be placed on the race track where they will surpass many obstacles and be able to try some of the car's many features.

3 LEXUS LEAGUE MOVIE

GOAL: Tap into the movie landscape (something outside of to generic car environment) to increase exposure of the Lexus brand

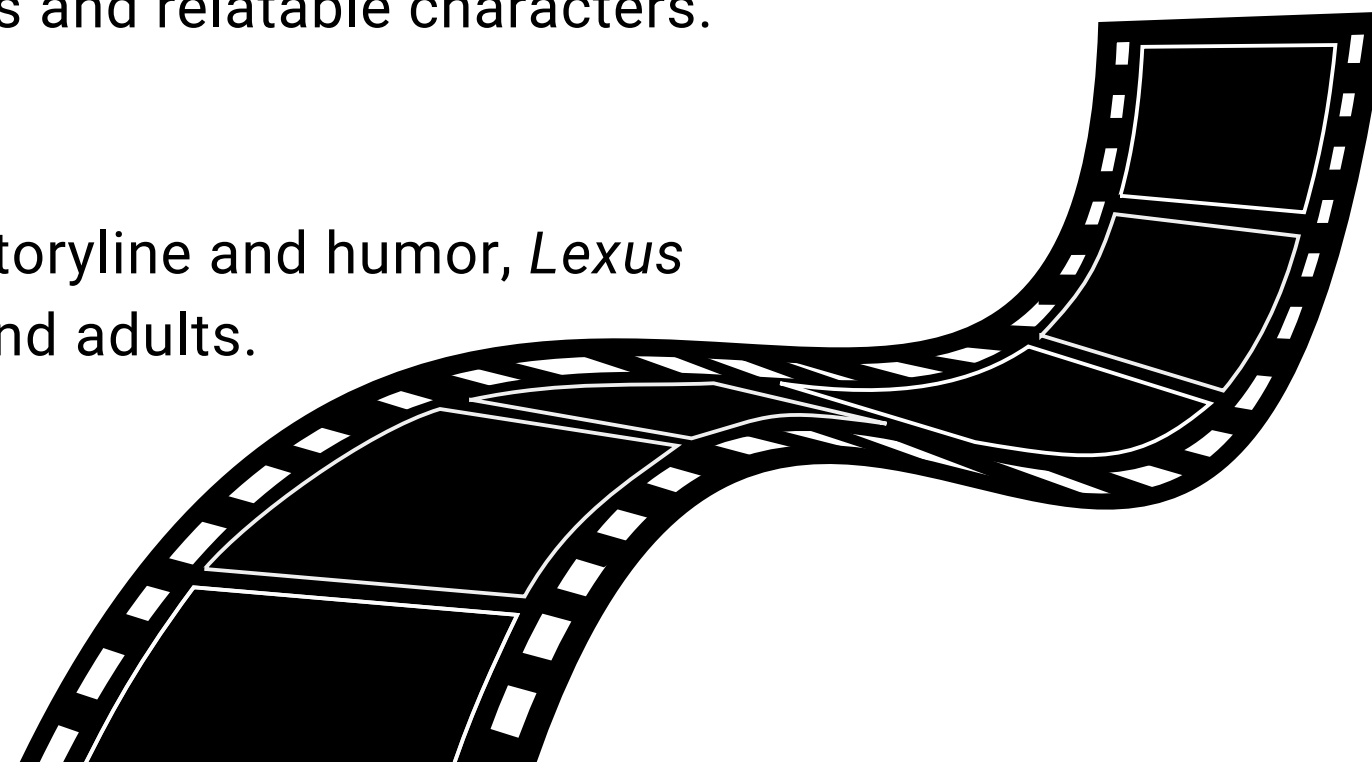


"Lexus League" is an exciting new **animated movie** that follows a group of adventurous and fun-loving Lexus cars as they embark on thrilling journeys and missions. This movie will feature a range of visually stunning settings and unique characters, all brought to life with cutting edge animation techniques.

"Join Lexus and the adventure squad for a ride that will leave you on the edge of your seat"

Through the movie, kids and viewers will learn about the performance and features of each car, all while being entertained with engaging storylines and relatable characters.

With the incorporation of appealing characters, engaging storyline and humor, *Lexus League* will be targeted to suite both kids and adults.





KPI'S ENGAGEMENT

GOAL: "WHEN I GROW UP I WANT A LEXUS"

(INCREASE CONSUMER AWARENESS / DESIRE)

TikTok "Behind the Wheel"

Engagement: We are going to use **analytics** metrics including views, likes, and followers gained per week

- What TYPE of behind the scenes drew the most traffic, engagement?

TikTok Analytic Reports: allows you to breakdown follow count, views, impressions daily, weekly, and monthly

- Per Video: analyze views, impressions, and average watch time

VR EXPERIENCE

- We will measure this metric through **traffic** to both Lexus social media and website.
- UGC from the VR experience (track posts and content using the hashtag)
- Demographic Data (what age group visited social media the most)

Activation Analytic Data:

In order to play the VR game users will have to scan the QR code and input data and agree to terms & conditions. Allows us to answer the following questions:

- What age groups
- How many people total participated
- How many clicked into the social media links

LEXUS LEAGUE MOVIE

We will measure the metric of engagement through collecting **reports from Netflix** using streaming analytics to:

- See how many streams there have been
- Geographically where most of the viewers are located

Monitor engagement on socials when posting content related to the Lexus League Movie.



MAKE LEXUS "THAT CAR"

These recommendations: Behind the Wheel, VR Experience and the Lexus League Movie will help increase awareness and help make Lexus a dream car brand people will aspire to have now, or when they are older!



SOURCES

[https://www.lexus.com/?](https://www.lexus.com/?pdsrch=SEM:700000001228668:GOOGLE:71700000012724257:58700000833692154:p8847280002:145661715558&ds_rl=1246750&ds_rl=1251882&gclid=CjwKCAjwrpOiBhBVEiwA_473dKX7DI1KdPJw3y3swQS7Ck62GQY7vfRlvyJvU2kXjGvx5TAmdTKGvx0CHT4QAvD_BwE&gclsrc=aw.ds)

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THANK YOU

Any Questions?

