

There's nothing 'quiet' about Lexus on the all-new Kindle Fire HD

In November 2012, Lexus and Amazon partnered to drive awareness of Lexus' new LS-F Sport. Lexus looked to deliver an emotional appeal to a young, aspirational target audience with messaging that aligned with Lexus' core brand values. Lexus' campaign, "Don't Go Quietly," aimed to position the new LS-F Sport as distinguished and desirable within a category of vehicles where making a statement matters.

Kindle eInk

+6,000
"request more information" emails sent at the request of users
(10%+ greater than Kindle benchmarks)

Kindle Fire

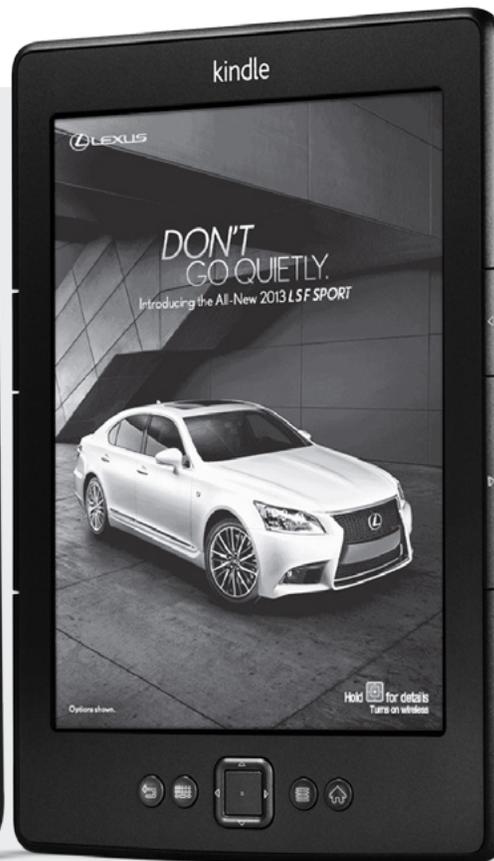
2.5% click through rate
(59% higher than Autos category average on Kindle)

Overall brand lift

301% more likely to associate ad messaging with the Lexus brand *(25x Kindle norms)*
Compared with similar, unexposed groups



Kindle Fire HD



Kindle eInk

The Amazon media solution

Lexus and Amazon designed an advertising package that leveraged Black Friday and Cyber Monday – some of Amazon's highest traffic days of the year. Lexus' campaign spanned Amazon's screens and platforms with high-impact media across PC, Kindle and Kindle Fire. As the Black Friday/Cyber Monday Sponsor - and first-ever autos advertiser on Amazon's newly redesigned Kindle Fire HD - Lexus' rich creative was featured using a full-page screensaver on the Fire device as well as HD video of the LS-F Sport.



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

Source: Amazon Kindle Brand Study 2012