

LEXUS ADVERTISING DURING SUPER BOWL



The popular automotive company, Lexus, is joining in with a bunch of other automotive companies who plan to advertise during the biggest event in sports history, the Super Bowl. Lexus announced on Tuesday that it will be rolling out a commercial that will be featured during the Super Bowl. This is the first time that Lexus will have a commercial of theirs aired during the Super Bowl. Lexus has a set plan in which the luxury brand will be showcasing a 30 second commercial during the first part of the football game, Super Bowl XLVI, which will be broadcasted on February 5, 2012. The Super Bowl will be airing on NBC. A shorter preview of the Lexus commercial will be aired on an assortment of social media platforms to engage viewers and excite them for the extended 30 second commercial during the Super Bowl. The vice president of marketing for Lexus, Brian Smith, has said, "This is a big year for Lexus as we introduce nine new or updated models, and the Super Bowl provides us with an equally big opportunity to reach a highly engaged audience of 50 million people." Smith also says, "The star of our commercial is the all-new 2013 GS which launches in February and kicks off a pivotal era for the Lexus brand. The spot also will convey that even more products are waiting in the wings and are anxious to hit the road." Many people are anticipating the first ever Lexus Super Bowl commercial spot, especially the automotive company itself. Aside from airing its first commercial during the Super Bowl ever, the automaker will also provide a social media game that can be enjoyed by all. The game will be called "TweetDrive Engineered by Lexus" and is a game that people can find on NBCSports.com. The game is interactive and people will definitely enjoy the trivia, using the popular social media platform, Twitter. When answering trivia questions, twitter users will have to use the hash tag, #LexusTweetDrive. Aside from playing a fun game, contestants will be entered into a drawing for a prize. Prizes include a trip for an NBC Sports Event. Those who are interested in enjoying the game and being entered into the drawing can sign up at NBC Sports. Those who are planning to participate will need to view the automaker's tweets during playoff games which will help them to figure out some of the gaming questions that will be asked during the week. Smith says, "TweetDrive Engineered by Lexus offers a unique way to challenge sports fans to put their knowledge about football and social media to the test." He also said, "There is a lot of excitement about football this time of year and Lexus is pleased to join in the action through this program. It's also a great way to build on the anticipation created by our upcoming Super Bowl ad, a first for Lexus."

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