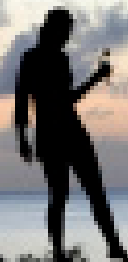


*What We've Done for Our Clients*

**CASE STUDY**

**LEXUS MAGAZINE  
PROGRAM**



**EVERY BRAND HAS  
A STORY TO TELL!**

[Storyworldwide.com](http://Storyworldwide.com)

*What We've Done for Our Clients*

## **CASE STUDY / LEXUS MAGAZINE PROGRAM**

### **OBJECTIVES**

**ELEVATE BRAND AND PRODUCT KNOWLEDGE**

**BUILD EMOTIONAL LOYALTY**

**STRENGTHEN LEXUS OWNER ADVOCACY**

**MAINTAIN ONGOING DIALOGUE WITH CUSTOMERS**

**STIMULATE DISCOVERY OF LEXUS PRODUCTS**

**FOSTER LONG-TERM BRAND ENGAGEMENT WITH OWNERS, PROSPECTS, AND ENTHUSIASTS**





## CASE STUDY / LEXUS MAGAZINE PROGRAM

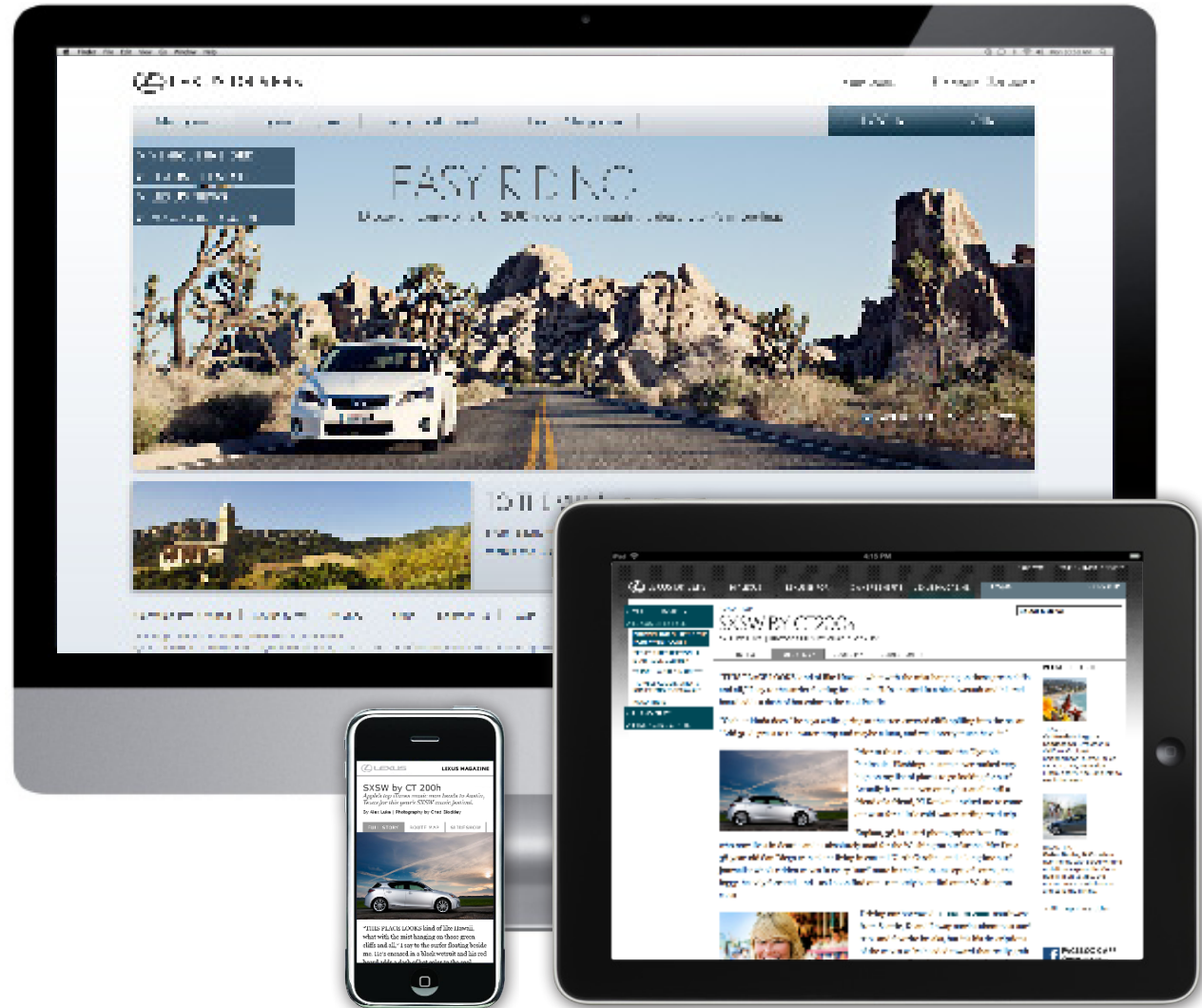
### ACROSS THE DIGITAL UNIVERSE

Web sites. Mobile phones. iPad experiences.

A key Lexus-brand principle is the notion of seamless anticipation, as in Lexus recognizes and addresses customers' needs before they know they have them. Story Worldwide reinforces this principle for Lexus by delivering meaningful and often exclusive content wherever, and whenever, Lexus owners and prospects find them useful—and that means all digital arenas.

Story Worldwide created Lexus Magazine Online, which—by adapting Global and Regional content—now reaches the strategically important younger consumers that Lexus' latest products target. Story Worldwide also continues to engage Lexus owners and potential customers on their mobile phones—via a mobile magazine and podcasts with Lexus-sponsored celebrities—as well as on personalized search engine pages like iGoogle.

Story Worldwide is also helping Lexus Europe develop their first strategic content for the iPad.



# CASE STUDY / LEXUS MAGAZINE PROGRAM

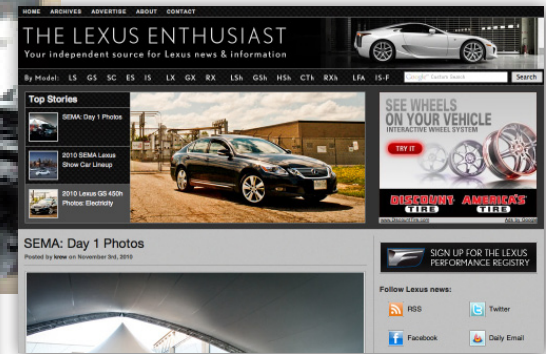
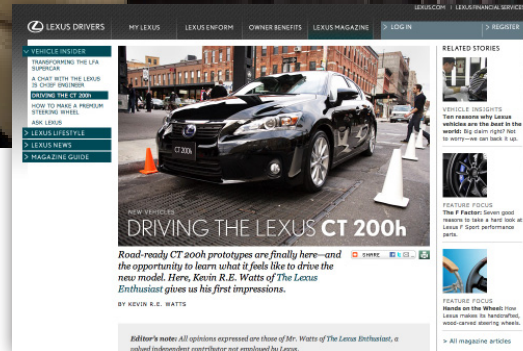
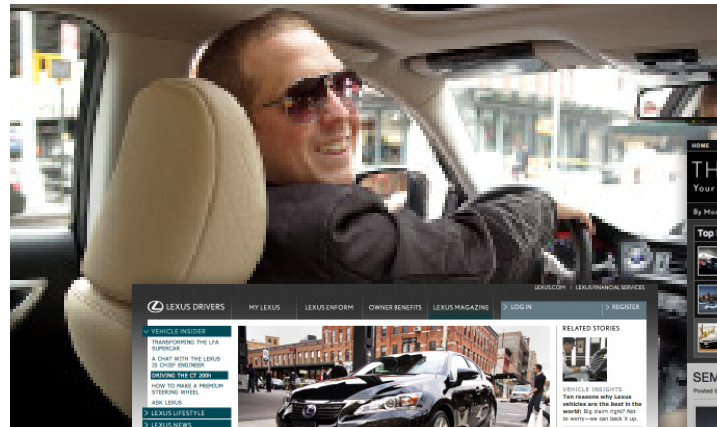
## VALUABLE CONTENT + SOCIAL ENGAGEMENT = BRAND ADVOCACY

As the world's premier Post Advertising agency, Story Worldwide continues to help Lexus use meaningful content to convert Facebook likes and Twitter follows into deeper, longer engagement with the Lexus brand.

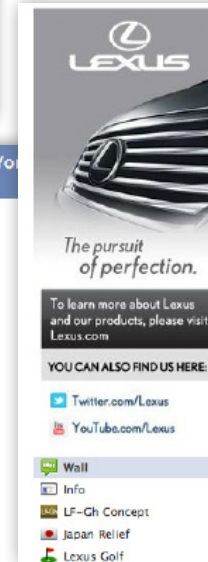
Just a few tactical examples:

- bringing Lexus Facebook and Twitter communities into major product events—such as auto shows—via real-time social reporting
- strengthening brand engagement with Lexus social media communities by crowd sourcing their content ideas
- crafting effective Tweets and Facebook posts that lead followers to—and inspire them to share—loyalty-building online content
- coordinating partnerships with brand-relevant bloggers to market Lexus content to the wide spectrum of Lexus' strategically important digital audiences.

Story Worldwide also produces Lexus News, for compelling, high-frequency engagement between Lexus and its owners and prospective customers.



Tell us what you would like to see at our display at the New York International Auto show. We value your opinion.





What We've Done for Our Clients

## CASE STUDY / LEXUS MAGAZINE PROGRAM

### ACCESS

The level of desire for the latest insider Lexus stories remains high for owners, prospects, and enthusiasts alike. Story has delivered with everything from exclusive Chief Engineer interviews, concept car reveals, technological advances, facility tours, and race-track drive stories.



## CASE STUDY / LEXUS MAGAZINE PROGRAM

*Percentage of North American readers who've bought a Lexus vehicle after reading Lexus Magazine*

15%

*Highest number of likes for a single Story Worldwide-created Facebook post*

2,000+

*Percentage of readers who feel more valued by Lexus as a result of reading Lexus Magazine  
(Automotive Industry Standard 31%)*

81%

*Total media awards earned*

40+