What We've Done for Our Clients

CASE STUDY

LEXUS MAGAZINE PROGRAM



EVERY BRAND HAS A STORY TO TELL!

Storyworldwide.com

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

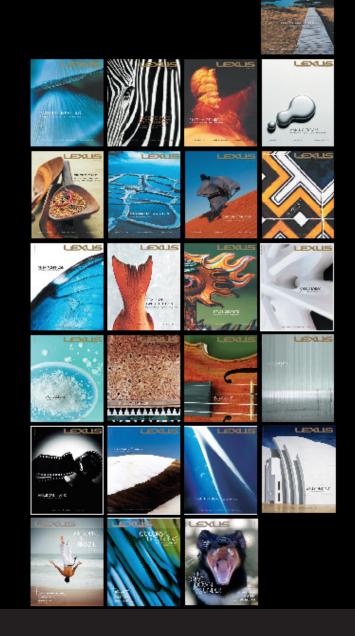
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FROM AUTOMOTIVE TO LUXURY BRAND

In 2002, Story Worldwide launched the first global brand marketing program in Lexus' history. The aim: deepen worldwide customer loyalty by delivering content that makes Lexus synonymous with luxury—not just well-made, high-end vehicles.

To that end, Story Worldwide created a magazine program composed of Global Content, stories that the Story Worldwide Global team carefully design to resonate with all Lexus markets, and Regional Content, content that local Story Worldwide teams create only for local Lexus markets.

By combining, translating, and distributing this exclusive insider content in more than a dozen languages in more than 50 countries, in print and online, Story Worldwide helps Lexus deliver, expand and reinforce an effective, unified Global brand message, while at the same time connecting deeply with Lexus owners on an individual level—no matter where in the world they live. Result: the most successful customer publication ever.



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.



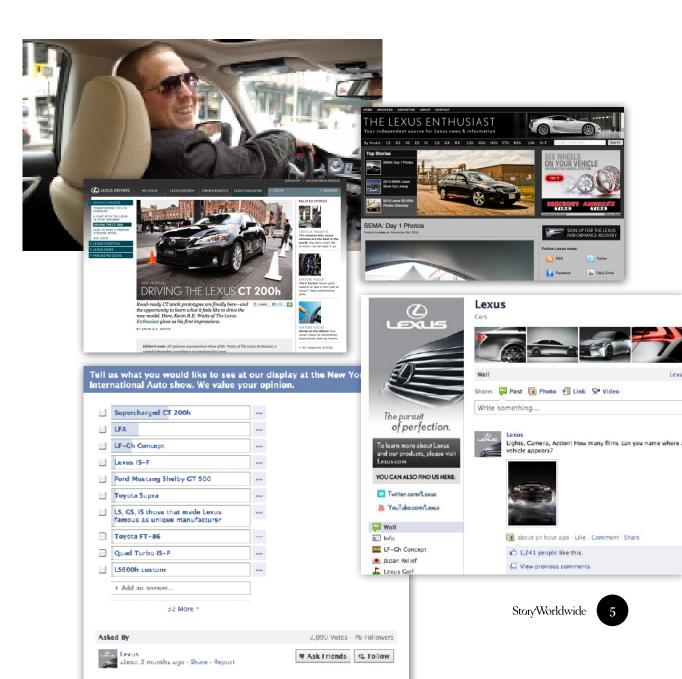
VALUABLE CONTENT + SOCIAL ENGAGEMENT = BRAND ADVOCACY

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.



CASE STUDY / LEXUS MAGAZINE PROGRAM

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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.

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CASE STUDY / LEXUS MAGAZINE PROGRAM

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



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



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



Total media awards earned

40+