



# Pioneers of hybrid technology, Lexus South Africa raises awareness of Spekboom Initiative with innovative video formats



## Overview

Lexus South Africa worked with media agency M&C Saatchi Connect and VDX.tv to drive awareness around the hybrid vehicle Spekboom Initiative. As leaders in hybrid technology, Lexus SA and their dealer network are contributing towards an ecologically sustainable future. For every Lexus Hybrid vehicle sold, Lexus SA will plant 60 spekbooms to offset carbon emissions for one year.



## Campaign details

To promote this initiative and drive brand recall, Lexus launched 18 variations of interactive video-driven ad units on desktop, mobile and instream, targeting a custom audience.

The interactive multi-tab feature gave Lexus the opportunity to offer a deeper connection with the user while educating them about the Lexus Hybrid offerings.

Impactful video showing beautiful scenery of the planet was a critical element of this campaign, as it drew in attention and raised awareness about the eco-friendly messaging. The two secondary tabs provided additional space for Lexus to customize. The first tab, "Our Initiative", clearly described the benefits of the Spekboom Initiative. The second tab, "Lexus Hybrids", was an interactive gallery that enabled auto intenders to browse hybrid models. Lastly, the "Book a Test Drive" CTA increased consideration and website visitation.

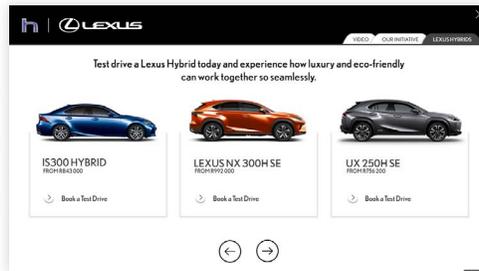
### Customizable Canvas

Raised awareness about the eco-friendly messaging.



### Interactive Gallery

Enabled auto intenders to browse hybrid models.



This campaign was priced on a CPV (Cost per view) model, certified by MOAT, guaranteed 100% viewability (up to 10X longer than industry standards), maximizing brand impact.

## Results

Due to the success of the VDX ad formats for the Lexus Spekboom Initiative, the campaign was extended to run for a longer duration.

# 2.15%

Engagement Rate  
(2X benchmark)

# 14.31 Sec

Average Time-Spent

# 42%

of the users engaged with the car models tab, meaning VDX was successful at capturing the attention of in-market auto intenders and moving them down the purchase funnel

For more information, please contact us at [sales@vdx.tv](mailto:sales@vdx.tv)

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