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## Interactive Lexus ad dominates Robb Report digital issue

By Tricia Carr

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*March 2012 Robb Report digital issue*

enhance ads.

The interactive Lexus advertisement for the 2013 GS overshadows other marketers with seven pages of photos and digital content in the March Robb Report digital issue.

The cover article is the 2012 Car of the Year featuring 13 models chosen by the editors. Luxury advertisers such as Mr. Porter and Trump SoHo New York also used interactive content to

"As consumers' use of apps continues to dominate the marketplace, being able to discover new luxury items and becoming intimately familiar with them on the phone is a big plus," said Rick Singer, CEO of [GreatApps.com](http://GreatApps.com), New York.

"Unlike print pages, digital media can be used to have interaction on multiple pages," he said.

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Mr. Singer is not affiliated with Robb Report, but agreed to comment as an industry expert.

[Robb Report](http://Robb Report) did not respond before press deadline.

## Driving away the competition

The seven-page Lexus ad, immediately following the table of contents, acts as an interactive pamphlet.

On the first page, readers must rub the entire screen to reveal an image of the Lexus 2013 GS.



First page of the Lexus ad

An introduction page with a 30-second video starts the ad.

The following pages show various shots of the model with points of inspection that readers can click to reveal more information.



Page five of the Lexus ad

Navigation through the ad is made simple with a small bar on the top right of the page that lists the ad's categories – design, performance and technology – and links to the Lexus GS Web site and to find a dealer.

A short video and slideshow accompanies the three description pages.

The sixth page has a color configurator that lets readers scroll through all paint options.



*Color configurator on the sixth page of the Lexus ad*

The ad ends with a backwards shot of the 2013 GS, acting as a back cover to a digital mini-book.

“One of the overall benefits of digital media is that consumers do not have to carry a 150-200-page magazine,” Mr. Singer said.

“We all carry our smartphones and tablets already, so we do not want to lug around an extra magazine,” he said.

#### **Passenger’s seat**

Just as Lexus did, other luxury brands used digital ad space wisely to interact with potential consumers.

A one-page ad for the Lamborghini Gallardo LP 550-2 Spyder comes after the editor’s letter, going along with the car-themed issue.



*Lamborghini ad in Robb Report digital issue*

Upon touching the car’s image, a three-minute YouTube video opens of a red model demonstrating the vehicle in treacherous terrain.



*Lamborghini video*

Men's online store Mr. Porter used interactive points of interest in its two-page ad.

Readers can press the dots to reveal more information about each item of clothing and a link to buy the product.

*Mr. Porter ad in Robb Report digital issue*

The one-page Trump SoHo New York ad featured a pop-out slideshow with 10 photos of its property.



*Trump SoHo New York ad in Robb Report digital issue*

Quite a few luxury-focused magazines are finding success through mobile.

For example, Hearst's Town&Country magazine recently launched a tablet version of its publication ([see story](#)).

Meanwhile, Robb Report is known for its interactive ads, especially with automakers.

For instance, Audi had a six-page interactive ad for its A8 model in Robb Report's October iPad issue that featured a video, a slideshow and multiple tap-for-more-information icons ([see story](#)).

"Standard print magazines are one-dimensional," Mr. Singer said. "As consumers, we get to see a picture and text and that is it.

"A digital magazine allows things such as a three-dimensional view," he said.