

WRITER: Richard Bellikoff

TOPIC: **Lexus IS 300 Launch - demographic profile script**

VIDEO	AUDIO
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Photos of IS 300

MUSIC: In style of "Dragnet," continue under narration throughout

Graphic title, teletype effect marching across screen (style of titles throughout): **Lexus's Most Wanted**

video

NARRATOR (V.O., somewhat stiff & pompous):

Wanted: the Lexus IS 300. Prospects are seeking to purchase this all-new compact sport sedan. Be on the lookout for individuals fitting the following description.

Lifestyle photos of typical IS 300 customers continue throughout video

[Age category, with SFX (sound effects) to accompany graphic]

Graphic title: **Age**

NARRATOR (V.O.): Target prospect will be from 24 to 39 years

old -- an age group not usually encountered at Lexus dealerships.

This entirely new kind of Lexus prospect will broaden your customer base. However, some prospects will be as old as 50, due to IS 300's wide appeal.

Graphic title: **Gender**

[Gender category, with SFX to accompany graphic]

NARRATOR (V.O.): Prospects will be primarily male, but remain alert for female prospects as well.

Graphic title: **Marital Status**

[Marital Status category, with SFX to accompany graphic]

NARRATOR (V.O.): Prospects may be married or single. If married, may have a child on the way or have very young children. Prospects may be at a transition point in their lives, moving towards a more stable lifestyle, but not ready to abandon what they feel is their sporty, fun side.

Graphic title: **Occupation**

[Occupation category, with SFX to accompany graphic]

NARRATOR (V.O.): Prospect is a master of disguise and is likely to appear at dealerships as a privileged college student -- a prosperous 20-something -- a young married couple -- or a 40-something professional looking to maintain a youthful image. Don't be fooled by his casual attire. Wardrobe is no indication of ability to buy.

Graphic title: **Income**

[Income category, with SFX to accompany graphic]

NARRATOR (V.O.): For married prospects, around \$100,000 per household. For singles, around 75,000. Some wealthy parents may want to buy an IS 300 for their college-age children.

Graphic title: **Education**

[Education category, with SFX to accompany graphic]

NARRATOR (V.O.): Prospects are college-educated. They are known to be very Internet-savvy, heavily armed with technical knowledge, and considered extremely dangerous to the unprepared Lexus Associate.

Graphic title: **Prior Convictions**

[Prior Convictions category, with SFX to accompany graphic]

NARRATOR (V.O.): Prospect is typically moving up from sporty subcompacts or high midsize cars, such as Toyota Celica or Camry, Honda Accord, and Acura Integra.

(Prior convictions, cont.)

Prospects prefer to be seen as smart and independent. They regard IS 300 as a trend-setting, exciting alternative to European sports sedans like the BMW 3-series and Audi A4 2.8. Prospects reject the imagery of the typical conformist “yuppie” BMW driver.

Graphic title: **Distinguishing characteristics**

[Distinguishing Characteristics category, with SFX to accompany graphic]

NARRATOR (V.O.): Prospects often allege themselves to be quote-unquote “drivers,” whether or not they actually are.

Therefore, performance imagery is their primary motivator. They are also attracted to Lexus quality, value and luxury. However, these factors are secondary to owning a vehicle that makes them feel, as they put it, “connected to the road”.

Closing montage of IS 300 and lifestyle photos

MUSIC: Up briefly for close

Graphic title: **Lexus's Most Wanted**

NARRATOR (V.O.): IS 300 prospects are reported to be in your immediate vicinity. Learn to identify them. Arm yourself with product knowledge and selling skills. Substantial rewards may be offered for information leading to the sale of an IS 300.