



LEXUS + THE BLACK PANTHER

INTEGRATED MARKETING
CAMPAIGN CONCEPTS



**OBJECTIVE
& TIMING**



OBJECTIVE

Promote Lexus and create further awareness of the brand's involvement with Marvel Studios' *Black Panther*

TIMING

Monday, 01.15.18 to Friday, 02.23.18



TARGET AUDIENCE



The background of the slide features a close-up, low-angle shot of the Black Panther character in his suit, crouching in a ready-to-pounce position. The lighting is dramatic, with a strong light source from the upper left, creating a silhouette effect and highlighting the intricate details of the vibranium armor. The overall tone is serious and powerful.

TARGET AUDIENCE

AA/Hispanic 18+ with following attributes:

- Pursue peak experiences in every corner of life
- Enjoy sensory stimulation, multisensory experiences
- Individualistic, confident
- Don't want to be easily lead, don't follow the pack
- Have high expectations in themselves and others
- Creative and highly tuned to aesthetics

HOW THEY'RE WATCHING

Snapshot of AA audience:

- Primary Leisure activity: watching TV/movies with AA 18-34 adults over-indexing by 20% from their counterparts
- Black viewers are helping to elevate up-and-coming black celebrities, contributing to the rising trend of diversity in television and movies











AFRICAN-AMERICANS ARE TRAILBLAZING IN CREATING AND ACTING, AS WELL AS WATCHING

When it comes to leisure activities, watching TV and movies is the primary way that African-Americans claim they spend their time, with Millennial Blacks over-indexing their total market counterparts by 20%

Overall, Black viewers are helping to elevate up-and-coming Black celebrities and programs, which are at the forefront of a trend towards diversity in television, movies and other media forms. In fact, 62% of Black Millennials agree that they feel really good about seeing celebrities in the media who share their ethnic background*

HOW THEY'RE WATCHING

African-Americans' Weekly Time Spent on Devices by Age

	AFRICAN AMERICAN MILLENNIALS (18-34)	TOTAL MILLENNIALS (18-34)	INDEX	AFRICAN-AMERICANS (35-49)	TOTAL POPULATION (35-49)	INDEX
 LIVE + DVR/TIME-SHIFTED TV	32:51	20:24	161	47:58	32:07	149
 DVR/TIME SHIFTED TV	2:25	2:22	102	4:20	4:22	99
 AM/FM RADIO	11:00	10:54	101	14:00	13:40	102
 DVD/BLU RAY DEVICE	0:59	0:59	100	1:10	1:05	108
 GAME CONSOLE	3:33	3:44	95	1:22	1:30	91
 MULTIMEDIA DEVICE	1:54	2:19	82	1:31	1:44	88
 INTERNET ON A PC	8:29	6:28	131	9:10	8:20	110
 VIDEO ON A PC	3:47	2:33	148	3:12	2:12	145
 APP WEB ON A SMART PHONE	13:28	14:23	94	14:56	14:34	103
 VIDEO ON A SMARTPHONE	0:50	0:41	123	0:34	0:25	132

Sources: Nielsen Live + DVR/Time shifted TV, DVR/Time-shifted TV, DVD/Blu-ray Device, Game Consoles, Multimedia Devices December 28, 2015 – March 27, 2016 via Nielsen NPOWER/National Panel; Radio, March 26, 2015 – March 23, 2016 via RADA 129; PC, January 1, 2016 – March 31, 2016 via Nielsen Nearview and Nielsen VideoCensus; Mobile, January 1, 2016 – March 31, 2016 via Nielsen Electronic Mobile Measurement.

COMCAST DISTRIBUTION & PROMOTION



XFINITY



Promotional Channel

- Black Panther trailer and interviews featured on channel one week prior to the release of Black Panther
 - 20 minute program with promotional programming 24/7
 - Reaches 20MM Comcast customers on linear and VOD
 - Custom editorial integration such as interview with artist
 - Call-to-Action “You can watch more of this content on xyz”.
 - Featured artist video in the Black Film & TV VOD folder
 - Best effort feature within Xfinity.com/black

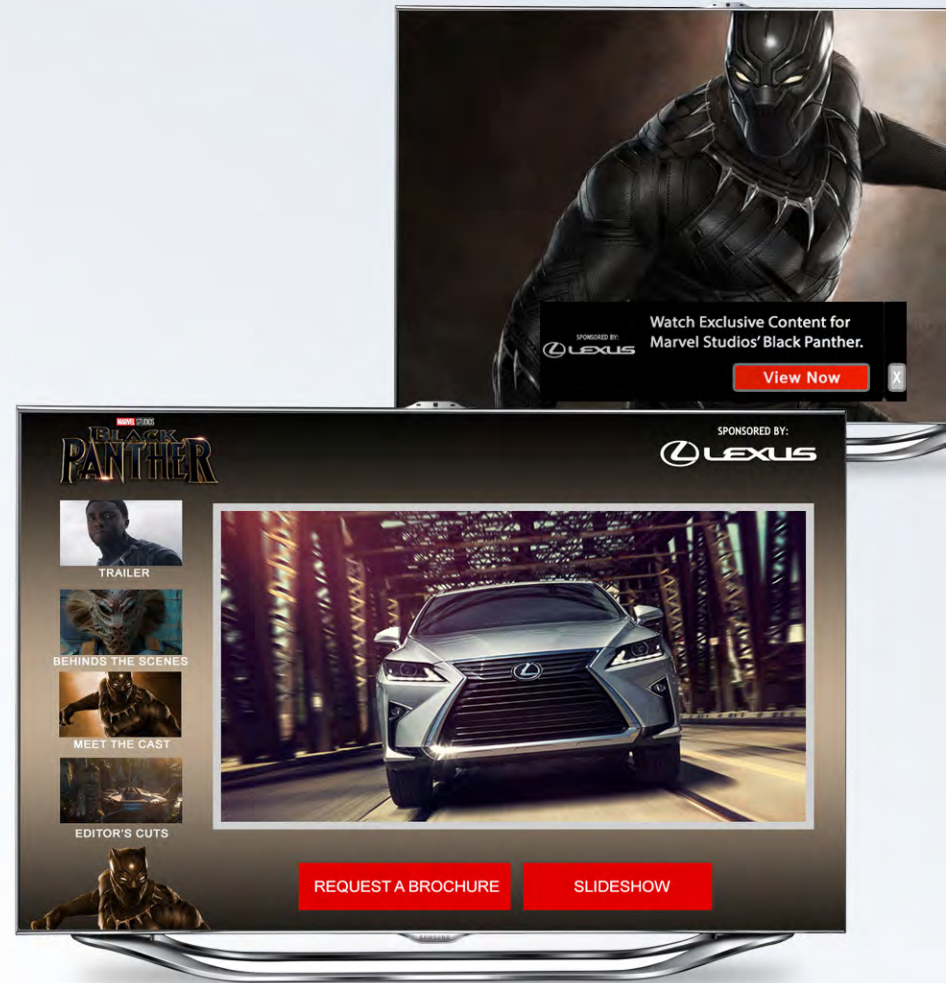


BRANDED INTERACTIVE CHANNEL



- Custom branded skin
- Up to 8 videos and no limit on length
- Voting or polling available
- Request for information
- Refreshed weekly
- Digital like click stream data including uniques, completion rates and views

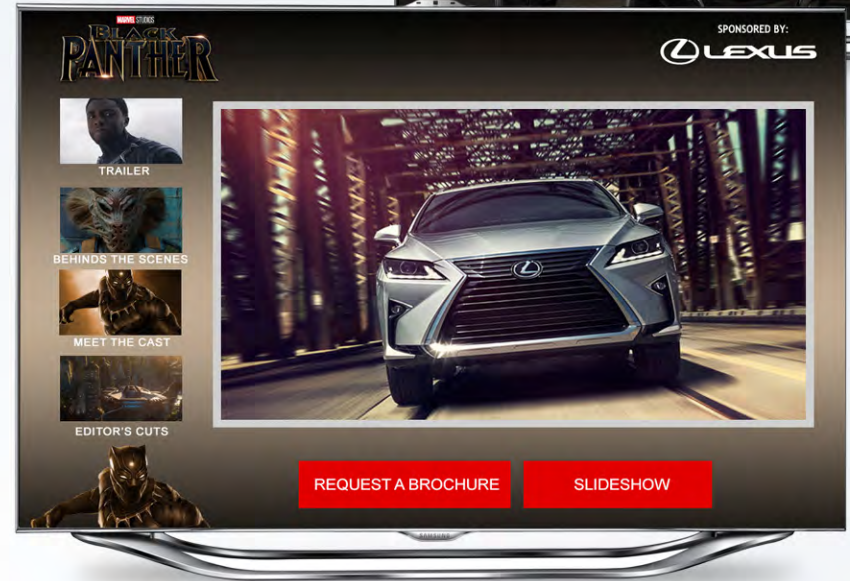
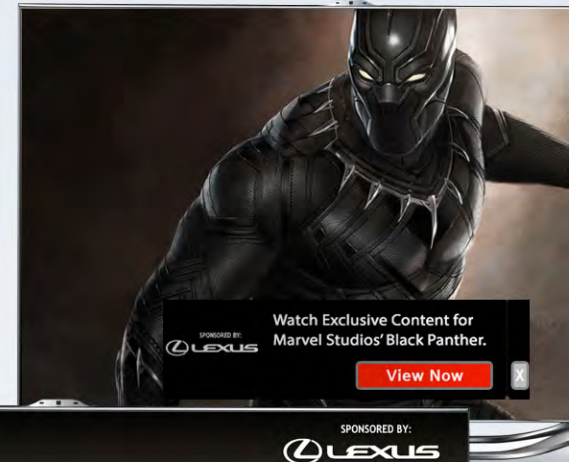
Consumers can access Branded Interactive Channels through Xfinity's program guide, interactive :30 or :60 second commercials or Black Film and TV VOD folder



INTERACTIVE OVERLAY



- Telescope From :30 Linear Spot
 - To long form Black Panther trailer
 - OR
 - To Branded Interactive Channel
-
- RFI / RETARGETING
 - Email Capture
 - OR
 - Direct Mail

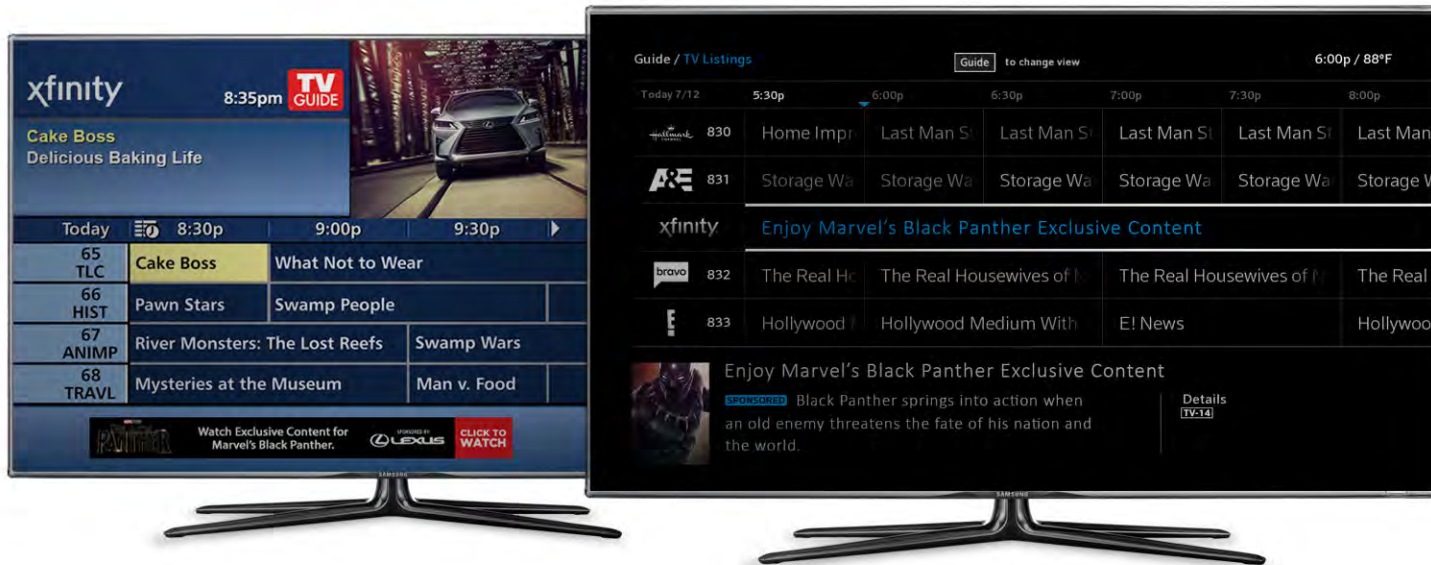


PROGRAM GUIDE BANNERS



COMCAST INTERACTIVE TV

- Banner in Comcast Native Guide
 - Ad Runs 24/7
 - 4 Banners per Hour
- Direct link to branded On-Demand Content
- Highly Visible Ad Space With Non-Intrusive, Contextually Appropriate Messaging
- Delivers Proven Viewership Lift to Featured Content



SOCIAL



Xfinity

SOCIAL MEDIA STRENGTH



@xfinity for facebook

6.2 M



@xfinity for twitter

177 K



CAMPAIGN STRATEGY

Build on reputation of Lexus' premier automotive brand and Marvel Studios' *Black Panther* movie buzz with a custom multiscreen campaign that showcases the *Black Panther* ethos, Lexus LC's innovation and technology and taps into Comcast Media 360's premium video capabilities, with a focus on the African American community during Black History Month 2018



A background image showing T'Challa in his Black Panther vibranium suit, looking down with a serious expression. The image is semi-transparent and serves as a backdrop for the text.

BLACK HISTORY MONTH TRAILBLAZERS OF MARVEL'S BLACK PANTHER

Trailblazers Concept Overview

To be a trailblazer, you have to take action and challenge the status quo.

To celebrate the trailblazers of the black community during Black History Month 2018, Comcast is proud to partner with Lexus and Marvel's newest film, Black Panther, in a custom exposure campaign to generate buzz and engagement in the black community around this historical film release.

As Wakanda, the mythical home of the Black Panther, flourishes with an all-black population that excels in technology and innovation, Lexus is proud to support the flourishing young, black talent of Marvel's Black Panther and their contributions to the media and entertainment business through this unique multi-screen campaign.

Trailblazers Concept Overview (cont'd)

Featured Trailblazer Campaign Artists Include*:

Isaach DeBankole – River Tribe Elder

Isaach De Bankole, C'sar award-winning actor, was born on the Ivory Coast. Isaach was discovered on the streets of Paris while studying to be an airline pilot. He has a degree in Acting from Cours Simon and a Masters in Mathematics from the Universite de Paris.

Daniel Kaluuya – W'Kabi

Daniel Kaluuya was born in 1989 in London, England. He is an actor and writer, known for Get Out (2017), Sicario (2015) and Johnny English Reborn (2011).

Letitia Wright – Shuri

Letitia Wright was born on October 31, 1993 in Georgetown, Guyana as Letitia Michelle Wright. She is an actress, known for Glasgow Girls (2014), Urban Hymn (2015) and Black Panther (2018).

Chadwick Bosemann – T'Challa

Chadwick Boseman was born on November 29, 1976 in Anderson, South Carolina, USA. He is an actor and producer, known for Captain America: Civil War (2016), 42 (2013) and Get on Up (2014).

Michael B. Jordan – Erik Killmonger

Michael B. Jordan, middle of three children, was born in Santa Ana, California and raised in Newark, New Jersey by Donna (Davis), and Michael A. Jordan. His middle name Bakari means "noble promise" in Swahili. Jordan has starred in three of the most critically acclaimed television dramas of the past decade.

Lupita Nyong'o – Nakia

Lupita Amondi Nyong'o was born March 1, 1983 in Mexico City, Mexico, to Kenyan parents, Dorothy and Peter Anyang' Nyong'o. Her father, a senator, was then a visiting lecturer in political science. She was raised in Kenya. At age 16, her parents sent her back to Mexico for seven months to learn Spanish.

*Suggested talent, subject to change and availability

BLACK HISTORY MONTH TRAILBLAZERS OF MARVEL'S BLACK PANTHER

Campaign Media Outline

Television

- Presented by Lexus, this custom Black History Month video campaign will feature the trailblazing, up-and-coming actors/actresses in the buzzed about film in a series of three (3) :30 pieces of content, with corresponding long-form, celebrating their roles in the film, and draw parallels from their successes to the cutting edge technologies and innovative designs of the new Lexus models
 - Interviews will available talent; assets provided by Marvel will be used to promote consistent brand exposure for film and Lexus during Black History month/campaign flight
 - Video assets will be created for :30 commercial use as well as XFINITY Video On Demand, social media and an online gallery for omni-channel exposure on XFINITY Black Film & Media microsite

Video On Demand

- XFINITY VOD Exposure in Black Film & Media, with possible custom ITV overlay campaign will drive viewers to engage with custom content on-demand, presented by Lexus in Black History Month/or Black Film & Media folder in selected markets

PROPOSAL

Option 1:

Custom Content Creation- Existing Footage

Lexus/Marvel provided assets; 3 commercials & long form video featuring selected 'trailblazing' actors/actresses and Lexus models

Interactive TV/VOD/Online

Interactive Overlays on Lexus existing TV schedule.

Content featured on X1 Black Film &TV folder(s)

Feature on XFINTY.com/
Black microsite in Black Film & TV

Cost: 100% Added Value

Option 2 - incl. Option 1:

Custom Content Creation with Talent Interviews

Comcast produced content/ interviews of 3 selected actors/ actresses

Each talent will have 2 corresponding long form videos

Interactive TV/VOD/Online

Branded Interactive Channel

Feature on Xfinity promotional channel one week prior to release

2.5MM HH VOD Imp

Cost: \$100K net

Option 3 - incl. Option 1&2

Custom Content Creation with Talent Interviews

Comcast produced custom content/interviews of 3 selected actors and actresses,

Each talent will have 3 corresponding long form videos

Interactive TV/VOD

3MM HH TV Imp

Cost: \$150K net

THANK YOU

