

# The January 2025 **Lexus** campaign resonated with Vancouver residents, with two-thirds motivated to act



Nearly **1 in 3** Vancouver residents recalled seeing the **Lexus Digital Board** campaign

- 53%** of Parents with kids under 18
- 46%** of Millennials (28-43 yrs)
- 43%** of Weekly downtown visitors
- 41%** of Weekly regular drivers (75km+)
- 31%** of Household income \$100k+

...also recalled seeing the campaign



Of which, **67%** took any action after seeing the campaign

- 46%** took an online action (i.e. searching for more info, visiting the **Lexus** website directly)
- 23%** visited or planned to visit a **Lexus** dealership
- 21%** read reviews or testimonials about **Lexus** vehicles
- 18%** requested or planned to request a quote/pricing information for a **Lexus** vehicle
- 16%** scheduled or planned to schedule a test drive for a **Lexus** vehicle