Every advertisement has multiple meanings; one on the surface, easy to understand and parse alongside a deep underlying message; a message that may be completely implied and subliminal but not consciously understood. The Lexus ad for their new model car displays both of these messages through the use of a simple background, a sleek wine glass, and their latest high end car. I believe that this advertisement is targeting not only the wealthy, but it also targets the middle and lower classes in society and forces the ideology that the future is in the new line of supercars, which implies that money and technology is the only way of the future. This tactic is unacceptable as the basis of society comes back to the hard work of the lower and middle class; this article is highly discriminatory toward anyone outside of the wealthy that can’t afford this highly touted vehicle.

Every time someone turns on the television, the views of the channel owners are forced upon us. Every time an advertisement like the lexis ad is aired, millions of viewers pine for this new product and believe that money buys happiness as the best of the best is the future. This false image makes anyone without the ability to acquire this product look up to the wealthy. Though only 1% of our society has the required wealth we subconsciously look up to them as our leaders to their social standing.

Throughout the commercial, the focus is on the product. By using an all white background with a consistent pattern, even though the car is white – a color of wealth and modernism, it still stands out and draws your attention. Having a simple background also gives the commercial and car a contemporary feel, which in today’s society is accepted as the future. This makes the product more desirable, but also gives it an expensive elitist feel, giving the wealthy who afford it a high class standing in our society just on the product they own.

Throughout the commercial, the advertisers try to subliminally up sell their car and make it seem high class. By using a wine glass with a very simple elegant design, it subconsciously pushes the image of a high class product into the viewers mind. This makes the viewer want the product, and though much of the market cannot afford it, the image sticks into their mind. Now, whenever they are in public and see someone driving this car, they urn to live that lifestyle and look up to that individual, who they believe is high class based upon this ideal image alone.

Finally, the wine glass comes into play with the design and power of the car. By using this sleek modern glass, it gives a feeling of modernism and simplicity. By showing this glass with the modernistic speaker, it gives a space age appearance, and gives the car a high value as new products that look modern sell for more than their antiquated looking but identical counterparts. In addition, using the glass breaking from the sound of the engine gives the viewer a visual representation of the sheer power offered by the vehicle. This is also a way of subconsciously talking up the product and the people who buy it. People are wired to want the biggest and the best in American society and this is the epitome of that belief.

Overall, this advertisement is pushing a theme that is causing a great deal of trouble in our society. Everyone is wired to believe that bigger and more powerful is always the answer; that modern and technologically advanced is the future. Instead of society focusing on their roots and trying to better themselves within their means, they are pushed into believing that they need more. This is holding our society back as only a very limited number of people are capable of living in this manner.

All in all, the message that this ad conveys is detrimental to society. It is only painting a permanent picture into the minds of the viewers advocating for a stronghold on the belief that more power, better technology, and modernism is the future, and the only goal you should be striving for. Through the use of a modern advertisement, simplistic design, and a high class image of a wine glass breaking due to the power and technology of the car; it is only setting this ideal into stone for future generations to fall into and continue the trends set forth by the manufacturer.