David Pick

Ms. Bowden

RH 131-07

9/13/07

Title

The ad I choose for my paper is for Lexus. It aired during the US Open on Wednesday, September 5th at around 11 pm, on USA. The ad features Andy Roddick, one of the top men’s tennis players in the world driving a new Lexus, chasing a tennis ball around New York. Throughout the commercial the car’s features are being shown off, such as a rear view camera, good handling, and a powerful engine. Roddick chases the ball all over New York until it finally leads him into Arthur Ashe Stadium, where his US Open matches will be played. The commercial ends with Roddick standing in an empty stadium, then the Lexus logo appears along with the phrase “To the pursuit of perfection.”

This ad is clearly targeted at the older male population who generally watch the US Open. This can be seen from the time it aired, the channel it aired on, and the program it aired during. The ad aired at around 11 pm, this late at night, most younger people who can’t afford a Lexus have gone to bed. This not only means that there are fewer distractions in the room, but that the people watching will have more of a chance to fantasize about having a Lexus.

The ad aired on the USA network. This means that in order to have seen the ad the viewer must have had at least basic cable. This also means that they might have extra money to spend on a more luxurious car. A common stereotype about tennis is that it is only played by wealthy people. That means that the average viewer of a US Open match is someone who is an older, wealthy, male, the average driver of a Lexus.

Throughout the ad the car is shown off as having good acceleration, brakes, and handling. It is also shown to have a powerful engine all while still being a luxury car. These features are also very easy to see in Roddick’s game. Roddick is most well known for his big first server and his powerful forehand. By putting Roddick in the car they are making those characteristics synonymous with it. This can lead a viewer to believe one of two things: if they buy a Lexus they’re going to be more like Roddick and have a better tennis game, or that the Lexus must be a fast and powerful car because that’s what Roddick likes.

Throughout the commercial Roddick is in his tennis gear. This just goes to reinforce the idea of associating his playing style with the car.