

Taste of Lexus

August – November 2008

13 cities across the country

Throughout the fall, Lexus went on tour to showcase their luxury brand to high-end consumers across the country. Wired Magazine sponsored the event and was present on-site at each one to expose the consumer to the latest and greatest gadgets currently on the market. TK New York was brought in to assist the design of the Wired area and travel with the tour managing every aspect of the experience. As the face of Wired Magazine nationally, Tracy Kessler and the TK New York team headed client relations with both the Lexus consumer as well many of Wired Magazines important clientele.