

2019 Toyota Mirai Brings "Real Power"

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PLANO, Texas (November 7, 2018) – Press Power. Start something bigger.

The 2019 Toyota Mirai's new marketing campaign, "Real Power", illustrates the power of hydrogen fuel cell technology to change the world. The vehicle's POWER button takes center stage, supported by joyful, optimistic imagery, to convey the idea that Mirai doesn't just make life better for the driver, it has the potential to make life better for everyone. Mirai customers want to bring smart and purposeful innovation to the mainstream.

"Mirai means 'future' in Japanese and that's where this technology will take us," said Ed Laukes, group vice president, marketing, Toyota Motor North America. "The new marketing campaign shows how Mirai gives drivers the power to move the world forward with the touch of a button."

The geo-targeted campaign features :15 and :30-second digital broadcast spots directed by Academy Award Winner Angus Wall. Said Wall, "The potential of what Mirai and fuel cell technology can bring to the world really set the tone for how we thought about the campaign. We want viewers to take away a sense of optimism and possibility from the spots."

Media Placements

The new Mirai marketing campaign follows the vehicle's innovative lead with a media approach that utilizes precise audience and location-based targeting, applying zip code, behavioral and contextual targeting tactics.

High reach, data-driven partners such as Amazon, WIRED and Hearst Digital Media will build awareness and consideration in the Los Angeles and San Francisco markets. While Asian-American in-language portals such as Sina Weibo, India.com and Apple Daily aim to increase purchase intent specifically among the Asian-American customer. A targeted, full-funnel approach for social channels will align relevant Mirai creative to geo-targeted audiences.

Print and out-of-home content includes billboard as well as electric vehicle (EV) charging station placement. The EV station placement informs drivers that the Mirai is a viable, zero-emission vehicle that boasts a range of more than 300 miles and fuels in about 5 minutes vs. longer charging times for pure battery electric vehicles.

The campaign will run through December 31st in Los Angeles and San Francisco markets, where Mirai is currently available for sale or lease.