

Toyota Celebrates a Sedan Serious About Play: the All-New Avalon

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PLANO, Texas (July 9, 2018) — Today Toyota launches a national marketing campaign, titled “Serious Play,” for the all-new 2019 Avalon that dares drivers to experience adventure, spontaneity and playfulness, and reminds all that the thrill of driving is the real prize. The campaign drives home the notion that the completely redesigned Avalon has everything drivers need to get more out of life.

The all-new Toyota Avalon – designed, engineered and assembled in the U.S. – embodies consumers’ overarching desire for high-caliber, design-centric, technologically-savvy modes of attainable, premium transportation.

“The Toyota team has transformed the driving experience for our flagship sedan to set a new standard for the premium segment and satiate drivers’ desire for authenticity, spontaneity and exploration,” said Ed Laukes, group vice president, marketing, Toyota Motor North America.

Two of the “Serious Play” campaign’s national 30-second TV spots, *[Let’s Race](#)* and *[Trojan Horse](#)*, were directed by renowned director Craig Gillespie, most recently known for the award-winning film “I, Tonya.” A third bold and daring 30-second spot, *[Catch Me If You Can](#)*, was directed by Daniel Azancot. The commercials were developed using multicultural insights aimed at a transcultural audience. The campaign also includes a series of digital videos including *Roundabout*, *River Run*, *Scavenger Hunt*, *Waiting*, *Hybrid at Play*, *Musical Play*, *Performance Play*, *Group Play*, *Connected Play* and *Simon Says* created to tell stories of an impulsive quest for adventure.

The fully-integrated campaign was developed between two of Toyota’s agencies of record, including Saatchi & Saatchi and Burrell Communications.

Media Placements

The “Serious Play” TV spots will air in select targeted cable programming across NBCU, FOX Networks, Viacom, Turner and Discovery Cable networks. Additional elements of the campaign include dynamic digital, audio as well as print ads in high profile publications such as Esquire, Condé Nast Traveler, Food & Wine and Architectural Digest. New integrated media partnerships include Pinterest Pincodes, Discovery, Reddit/WBUR’s “Endless Thread” Podcast series, and more. Additionally, spots will air within select movie titles in theaters nationwide throughout the summer in conjunction with National CineMedia. Overall, this campaign is slated to deliver 3.1 billion impressions.

About the 2019 Toyota Avalon

Exclusively produced in Georgetown, KY, the fifth-generation Avalon is the latest example of the Toyota New Global Architecture (TNGA) platform and features the highest quality, reliability, safety and craftsmanship in its class.

The new Avalon includes a few firsts for Toyota:

- Available Adaptive Variable Suspension (AVS), which enhances controllability and dynamic handling;
- Standard Apple CarPlay Compatibility and Available Dynamic Auxiliary Turn Signals;
- Available Engine Sound Enhancement (that’s right, you can literally press a button that gives you the authentic sounds of a sports car);
- Amazon Alexa connectivity and Toyota Entune™ 3.0 Remote Connect – an advanced vehicle app that enables you to connect to Toyota Entune™ 3.0 technology and manage your Toyota from any distance (as long as both the vehicle & smartphone are able to establish cellular connections).

With four available grades, the new Avalon will accommodate a wide array of customers/drivers: the two dedicated Sport Plus models, XSE and Touring, plus the more luxurious XLE and Limited. Hybrid grades

include XLE, XSE and Limited.

The “Serious Play” spots are available for viewing [here](#). View photos of the all-new Avalon [here](#). The vehicle is on sale now in [dealerships](#).