

Toyota Corolla Takes the Wheel of Season Two of Univision Network's 'La Banda' to Find the Next Latin Super Group Craze

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Torrance, Calif. (Oct. 20, 2016) – Thousands of young men and women from all over the country have flocked to auditions for the opportunity to win a coveted spot in the next Latin super group craze on Univision Network’s popular music-based multi-media reality entertainment competition “La Banda.” As the competition heightens, the 2017 Toyota Corolla is driving into the action with an exciting multi-platform guest experience that features digital, on-air and social elements that pursue these talented contestants on their hopeful journey to the finale.

In addition, red-hot, season one-winning group CNCO is partnering with Toyota to create an exciting ride for contestants and fans alike, with the Corolla playing a starring role in a music video directed by creative director Carlos Perez, whose clients include Ricky Martin and Marc Anthony, among others. Fans will help steer the narrative of the video by casting their vote for what they feel should be the closing scene through a live online poll on Toyota Latino’s Facebook page in late October. The completed video will be available on CNCO’s official VEVO channel and on Toyota Latino’s Facebook page when it launches later this year .

“Toyota recognizes the power of music to connect people together,” said Nancy Inouye, National Media Director for Toyota. “Taking part in the creative process with talented rising stars like CNCO is a great opportunity for us to engage our guests in a fun, organic way. We’ll be able to give them an up close and personal view of the musical journey as we join them for the ride to the next destination. “

As La Banda’s second season unfolds, the Toyota Corolla will increasingly drive the action as fans experience special moments with the contestants – from Corolla car-a-oke with the show’s co-host and TV presenter, William Valdés, to nail-biting moments when contestants’ fate on the show is rescued thanks to the Toyota “wild card” moment.

In addition, fans on-the-go will be able to keep track of their favorite performers through the Univision *Conecta* app, their VIP all-access pass for exclusive content and to engage with the show in real-time. Via the app, fans can build their fantasy band (Mi Banda), powered by Toyota. The interactive experience allows fans to follow their favorite contestants along the journey all the while collecting miles on the road to the finale. Each week, fans with the highest score will win an autographed CNCO poster.

To cap off the season, two lucky fans with the highest scores will be flown to Miami and whisked to the final live show in a Corolla, courtesy of Toyota. They will witness the crowning of the winning band, be featured online on Univision’s [La Banda Extra page](#), and meet the band as the Season Two journey of La Banda comes to a close on Sunday December 11.