

Toyota Sweeps ANA Multicultural Awards in Hispanic, Digital and Significant Results Categories

November 10, 2015

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TORRANCE, Calif. (Nov. 10, 2015) – Toyota and Hispanic marketing partner, Conill recently shared the spotlight as the Más Que Un Auto campaign was recognized with three Grand Prize Awards during the 2015 ANA Multicultural Excellence Awards. In addition, the Toyota Camry “Gran Decision” innovative campaign was an award-winner in the Digital Media category. This year’s competition received 197 entries.

“It’s an honor to be recognized with these awards among so many amazing marketers and advertisers,” said Mia Phillips, National Manager – Multicultural, Brand & Online Strategy, Toyota Motor Sales, USA. “We know that engaging with our multicultural guests is critical to our success and that it has to be done right. Strategies that are in-culture and in-language are key as well as having partners, like Conill, who help propel our brand to success.”

The Más Que Un Auto (More Than A Car) effort, Conill’s loyalty campaign for Toyota celebrates Latino Toyota owners’ loyalty for the brand and love for their Toyotas. Through www.masqueunauto.com consumers created a custom name for their car and a high-quality, badge with said name was produced and delivered to them at no cost. To propel the launch of the new 2015 Camry, Toyota and Conill created the first short film on Instagram starring Cuban-American actor William Levy and the Toyota Camry as heroes of an action-themed story. Presented as a series of 15- second episodes on Instagram and Twitter, the film allowed users to drive the storyline through their own decisions at the end of each vignette.

The Más Que Un Auto case study can be viewed online at: <http://conill.com/portfolio#more-than-a-car>

“When we crafted the idea for Más Que Un Auto, we wanted to find a way to demonstrate what people feel for their Toyotas, which simply put, is love beyond reason,” commented Conill Chief Creative Officer Javier Campopiano. “Every single story behind the names proved our point right. They were not only unique but also unexpected. Their range and depth varied from fun anecdotes to deeply emotional stories. In the end, that’s what made this campaign so big.”

Now in their 15th year, the ANA Multicultural Excellence Awards recognize client side marketers and their agencies that produce industry-leading multicultural advertising campaigns.