

New Marketing Campaign for Toyota Camry and Corolla Takes Lets Go Places to the Next Level

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TORRANCE, Calif. (June 29, 2015) – If you are in the right frame of mind, and open yourself up to all of the possibilities that exist in the world around you, you can set yourself free.

Fueled by this premise, Toyota and its advertising agencies (representing the total market and led by Saatchi & Saatchi Los Angeles) embark on the newest campaign for Toyota Camry, America’s top-selling car, and Corolla. It debuts today across multiple media platforms and will continue until late fall.

“We want to encourage our guests to find new places and experience life all around them.” said Jack Hollis, Group Vice President of Marketing, Toyota Motor Sales, U.S.A., Inc. “It is a new approach for Toyota, and we are very excited about it.”

Three broadcast flights are scheduled. The first begins today, and the third ends in November. There will be two waves of billboards, kicking off today and wrapping up in late September, as well as print, digital, mobile and social executions, which also launch today and run continuously through the end of November.

The social media elements of the campaign include Toyota’s sponsorship of Snapchat’s Los Angeles Live Local Story. This marks a first-to-market opportunity for Toyota, as no other automotive advertiser has run content within Snapchat’s Live Stories at the local level.

Snapchat’s Local Stories are owned content that they curate from user submitted content. The “Our Story” feature allows Toyota to integrate short video content that will be viewed by users within a targeted geographic location. The placement, which will begin in August, will align with the geo-centric nature of Toyota’s campaign that will be executed across additional media and social outlets.

On the digital front, Toyota used Google Places to power advertising customized to 15,000 cities across the United States. Google created a special API, (application program interface, a set of routines, protocols, and tools), that allows Camry and Corolla banners to pull in city-specific information across a range of destination types, challenging customers to get out and explore their local area.

“We are really stoked about what we’ve been able to accomplish in this campaign,” said Jason Schragger, Chief Creative Officer, Total Toyota/Saatchi & Saatchi LA. “Clearly, there is always a bit of a challenge when you feature two vehicles in the same campaign, but I think we’ve discovered that we can highlight each of them while exploring the amazing experiences that each make available to the driver.”

The Camry executions from Toyota’s four advertising agencies focus on the unique stops that a driver makes as he or she travels through life and creates their own story. Those stops add up to individuality.

For Corolla, the journey is more metaphorical and less experiential, encouraging consumers to constantly move closer to their goals, achieve their purpose and become the better version of themselves that they aspire to.

One of the Corolla broadcast spots is inspired by best-selling author Jack Canfield’s 200 Foot Journey metaphor that states that you just have to see the next two hundred feet ahead and keep going to get you to the destination of whatever it is you truly want.

Both of the general market Camry and Corolla broadcast executions feature the voice of Miles Teller, who will appear as Reed Richards/Mr. Fantastic in the feature film, “Fantastic Four,” slated to debut August 7.

Background on the 2015 Camry

The 2015 Toyota Camry ensures that the driver gets noticed for all the right reasons, and there’s an emotional thrill in surprising others with an unexpected side. It was designed by CALTY and engineered at Toyota

Technical Center, both in Ann Arbor, Michigan. All Camrys sold in North America are built at Toyota's plant in Georgetown, Kentucky, and the Subaru plant in Lafayette, Indiana, through a business partnership with Toyota. For more information on the bold 2015 Camry, visit www.toyota.com/camry.

Background on the 2015 Toyota Corolla

The iconic Toyota Corolla is the world's best-selling name plate of all-time with over 40 million sold since 1966. With its all-new 11th generation introduced in 2014, the Corolla is the roomiest and most fuel-efficient ever. The Corolla was one of America's ten best-selling cars in 2014 and the vast majority of those in the United States are manufactured at the Toyota's plants in Blue Springs, Miss., and in Cambridge, Ontario, Canada. For more information on the 2015 Corolla, visit www.toyota.com/corolla.