

Integrated Marketing Campaign Elevates 2014 Toyota Corolla to New Heights

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TORRANCE, Calif. (September 5, 2013) – The world’s best-selling vehicle nameplate of all time is about to take drivers to new places. When the 2014 Toyota Corolla hits dealer showrooms this fall, the accompanying marketing campaign will showcase the car’s upgraded technology and elevated styling—inside and out. The marketing campaign aims to reach the Millennial generation while still appealing to the baby boomer audience that has made the model so popular through the years.

Developed in partnership with Saatchi & Saatchi LA, the campaign’s theme is “Elevate.” Extensive market research shows that Millennials are looking to take their career to the next level and are looking to buy their first “real” car to get them there. The design of the all-new Corolla is significantly elevated from the previous generations, creating a more dynamic and desirable image for the Corolla nameplate that will appeal to these younger buyers.

The [primary broadcast spot](#) of the campaign, “Style Never Goes Out of Style,” focuses heavily on pop culture, especially music and dance, and spans five decades, starting in the late 1960s (coordinated with Corolla’s U.S. launch in 1968) and continuing through the present day. The music video-inspired commercials feature an original track by Shy Kidx and the “Elevated” dance choreographed for the campaign by Vincent Patterson and Tony Testa.

“The ‘Elevate’ campaign speaks to the evolution of the Corolla and Toyota’s commitment to delivering exciting products that engage consumers in new ways,” said Ed Laukes, vice president of marketing communications, Toyota Motor Sales, U.S.A., Inc. “We’re thrilled to debut a fun campaign that reaches a younger audience through social, digital and mobile elements that convey the Corolla’s elevated design.”

The all-new 2014 Corolla made its global debut on June 6 at an invite-only event in Santa Monica, Calif. The extravaganza celebrated the iconic compact vehicle with nearly 50 years of success and nearly 40 million Corollas sold worldwide.

The 2014 launch represents a dramatic restyling for the 11th generation Corolla. The next generation Corolla makes a stronger design statement, with more dynamic exterior styling, spacious interior and greater sense of craftsmanship. The vehicle’s technology offerings have been elevated as well, including standard LED headlamps, Bluetooth audio and available Smart Key System with push-button start.

The vehicle and its corresponding campaign continue the recent momentum set forth by design-focused product launches and build on Toyota’s new Let’s Go Places brand direction.

Broadcast

The campaign rolls out with a lively :60 broadcast spot on top TV shows and in theaters with Corolla models that date back to the 1960s. It takes viewers through five decades of iconic song and dance in the spirit of an epic music video.

In-cinema ads will feature a Shazam experience and sweepstakes opportunity.

Print and Digital

The print advertising depicts crowds of people celebrating the all-new model. Digital highlight videos feature details of the car through entertaining vignettes including battling DJs, a Beatboxer and a hip-hop music producer. Homepage takeovers on several prominent news and pop culture websites provide an in-depth look at the Corolla's more expressive, chiseled exterior styling and advanced technology.

Unique Out of Home

Billboards and outdoor signs in several major markets, including New York and Los Angeles, will have a built-in NFC chip that launches a virtual test drive with the tap of an NFC-enabled smartphone. A special printing process also enables key features to become illuminated during nighttime hours, showcasing the LED headlights.

Mobile

Mobile-optimized web experiences make shopping for a car more simplified and fun. Mobile iMedia will direct guests to touch.toyota.com/corolla and the "Corolla Touch Drive," a first-of-its-kind virtual driving experience that highlights features of the car through a simulated test drive on a smartphone. In addition, an iAd-based racing game will keep users engaged through exciting game play and reward them for exploring features of the new Corolla with a free music download.

Social

Custom six-second Vine videos and 15-second Instagram videos will showcase tutorials in dance styles through the decades, including the "Elevated" dance moves featured in the broadcast commercials. Viewers will be encouraged to use the hashtag #CorollaStyle to post user-generated content showcasing their "elevated" style.

Experiential

The all-new 2014 Corolla will be included in a number of ride-and-drive experiences in the coming months that will allow consumers a chance to get behind the wheel and experience the vehicle first-hand. The vehicle will also make appearances at select Toyota-sponsored events and on-site activations.

For more information on the re-styled 2014 Corolla, visit www.Toyota.com/Corolla.