

All-New 2020 Toyota Corolla Sedan Is 'Greater Than' Ever

April 15, 2019



PLANO, Texas (April 15, 2019) – Today Toyota launches the “Greater Than” campaign for the world’s best-selling nameplate, the sleek, all-new 2020 Toyota Corolla. The campaign is a perfect reflection of the Corolla sedan’s bold new look and its bumper-to-bumper, wheels-to-roof transformation. With more than 46 million Toyota Corollas sold globally, the all-new Corolla sedan inspires a campaign that invites drivers to embrace the ever-changing world and live the life they want.

“The all-new Toyota Corolla sedan dares to make life a little more adventurous,” said Ed Laukes, group vice president, Toyota Division Marketing, Toyota Motor North America. “Given how popular Corolla sedan is, this campaign really turns up the volume and inspires drivers to leave their mark.”

The fully integrated campaign follows the Total Toyota (T²) cross-agency model, a cohesive marketing approach with collaboration from Saatchi & Saatchi, Burrell Communications, Conill Advertising and Intertrend with Zenith Media responsible for TV and Outdoor media buying.

Broadcast & Digital

A series of 30-second and 60-second broadcast and digital spots were created using multicultural insights aimed

at a transcultural mainstream audience. The spots highlight specific vehicle features while inviting drivers to stay inspired by choosing the road less traveled.

Passion, adventure and music make a statement in the two spots, “Train” and “Rainy Day.” In “Rainy Day,” Chaka Khan casts a spell with her original cover of the famed song “I Put a Spell on You.” The Queen of Funk sets the mood for a couple that turns a mundane task into an extraordinary adventure. “Train” portrays a charming pursuit, backed by music from Ricky Nelson, and introduces the U.S. market’s first-ever Corolla Hybrid.

“I Put a Spell on You’ has been covered by a lot of artists,” said Chaka Khan. “I loved the opportunity to make it my own and create a signature soundtrack for the Toyota spot.”

Five spots – “We,” “Sound Off,” “Refuel,” “Battle” and “Rescue” – capture the spirit of an expressive, but straightforward and determined generation. This generation is embracing their unique side, with help from the all-new Corolla.

The endearing stories in the spots “Metalhead” and “All Natural” feature a parent and an influencer jumping into the unknown, even if it means getting a little uncomfortable, to show support for the people they love, their family and their community.

Media Placements

The “Greater Than” TV spots will air across high-profile prime programming including NBC, CBS, FOX, ABC, BET, Telemundo and NBA Draft; interactive video units with Hulu, Freeform and YuMe; integrated media partnerships with Billboard Latin Music Awards, Hola Mexico Film Festival, MTV Video Music Awards, ComplexCon, ComicCon, KCON and Gaana Music Festival; print media includes Conde Nast properties, People en Español; digital content includes Eater, CBS This Morning, Hulu, Vevo, Hulu Latino and Fusion Media Group. Additionally, spots will air within select movie titles in theaters nationwide in conjunction with National CineMedia.

In a creative twist for out-of-home (OOH), Toyota crafted market-specific “Greater Than” messaging such as: Highways > Subways (NYC), Adrenaline > Caffeine (Seattle), Wicked > Good (Boston), Vanity > Modesty (Miami), Me Time > On Time (New Jersey), and Doin’ > Fixin’ To (Dallas). A time-specific digital OOH billboard placed in 10 key markets features different messages across six dayparts, such as Restless > Rested (4-7 a.m.), Early Bird > Night Owl (7-10 a.m.), Midnight > Midday (10 p.m. – 4 a.m.).

The broadcast and digital spots are available for viewing [here](#). For images and credits, please click [here](#).

About the All-New Corolla Sedan

The all-new Corolla sedan features both a gas model and the U.S.’ first-ever Corolla Hybrid, following the Hatchback model’s arrival last summer. The Corolla sedan’s stylish new look paired with a more fun driving experience, and standard advanced technology truly makes this car greater than ever. Now, there really is a Corolla for everyone, with features for all:

- All-new dynamic design
- TNGA platform for outstanding agility and comfort
- Standard Toyota Safety Sense 2.0
- 52 MPG combined EPA estimated fuel economy on Corolla Hybrid
- Available new 169 horsepower, TNGA 2.0-liter Dynamic Force Engine
- Available Dynamic-Shift CVT or six-speed manual transmission
- Standard Apple CarPlay, Amazon Alexa compatibility and Wi-Fi Connect