

Toyota Excitement “Runs In The Family”

September 20, 2019



PLANO, Texas (Sept. 20, 2019) – Highlighting the excitement of the journey and the thrill of every action-packed moment along the way, Toyota is launching a new multi-model campaign titled “Runs in the Family.” “Runs in the Family” features the all-new Supra, Camry TRD, RAV4 Hybrid, Tacoma and 4Runner, among others. While aiming to increase consideration of the diverse Toyota lineup, the new campaign showcases the vehicles in a fun and stylish way.

The campaign was developed by Toyota’s agency of record, Saatchi & Saatchi, with Zenith Media responsible for TV and Outdoor media buying.

Broadcast & Digital

Demonstrating excitement from thrilling experiences in fun-to-drive vehicles and the power to go anywhere, the campaign features two 30-second and 60-second linear TV spots, “Short Cut” and “Power Lunch.”

In “Short Cut,” a father-daughter duo turn a routine drive to school into a scene straight out of an action movie. They encounter armored vehicles, motorcycles and a helicopter in the Supra, dodge flying lava from an active volcano in the RAV4 and turn some sweet tricks in their Camry TRD, all before pulling up to the school, complete with science project in hand, of course.



“Short Cut” is a spot from Toyota’s new “Runs In The Family” campaign.

In “Power Lunch,” a group of colleagues has an eventful lunch break that includes rappelling skyscrapers, traversing sand dunes and powering ahead of an avalanche in various vehicles such as the RAV4 Hybrid, Tacoma and 4Runner. Both high-energy spots were directed by Sebastian Strasser.

The campaign serves as a reminder to go “off leash” and have a little fun, both which are emphasized in the mix of :6-second and :15-second social and digital videos, titled “Stars,” “Cool Down,” “Happy Dog,” “Traffic to Track,” “Tunnel,” “Leaves,” “Grille,” and “Drifting.”



“Power Lunch” is the thrill-seeking spot from Toyota’s new multi-model campaign, “Runs In The Family.”

Media Placements

The TV spots will play across high-impact sports properties such as NFL, launching with Sunday Night Football on September 15, as well as NBA, NASCAR and NHL. Additionally, the spots will appear during network fall premieres, original cable programming and highly-anticipated fall movies in select theaters around the country through partnerships with National Cinemedia and Screen Vision Media.

Consumers will come across key messages throughout the campaign on multiple media channels. Custom content partnerships include the number one show in re-run comedy, “Friends,” in honor of the show’s 25th Anniversary, with content featured across platforms such as Twitter, Yahoo!, Reddit, and more. Social partnerships include Pinterest’s first automotive sponsorship of Pinterest P100 Trends List, Snapchat Custom Gaming Lens, Reddit, Twitter, and Facebook. Integrated partnerships include Dew Tour’s “Beyond the Bib” custom content series, Discovery, Thrillist, and more. Out-of-home (OOH) includes 29 high-impact billboards in 16 markets.

Toyota’s new multi-model campaign, “Runs In The Family,” features the action-packed spot, “Short Cut.”

Toyota’s new multi-model campaign, “Runs In The Family,” features the thrilling new spot, “Power Lunch.”

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

For more information, visit <http://www.toyota.com>