

# Toyota's "GO HIGHLANDER" Campaign Takes You Where They Need You

February 03, 2020



**PLANO, Texas (February 3, 2020)** – Much to the excitement of fans across the country, the marketing campaign for the all-new 2020 Toyota Highlander has officially kicked off. The “GO HIGHLANDER” campaign will highlight standing apart from the rest thanks to its unique combination of power, sophistication and functionality.

The “GO HIGHLANDER” campaign for the fourth-generation benchmark SUV will feature Highlander and Highlander Hybrid models that speak to the vehicle’s performance, dramatic new design and sophisticated detailing, making it the ultimate vehicle for those who are at the center of making memories.

“We hope the campaign inspires our guests to live their lives with no compromises while going above and beyond for their version of ‘family’”, said Ed Laukes, group vice president, Toyota Marketing, Toyota Motor North America. “The all-new Highlander gives our guests the ability to go wherever they’re needed, which inspired the ‘GO HIGHLANDER’ campaign.”

The fully-integrated Highlander campaign was developed using the Total Toyota (T<sup>2</sup>) model which provides multicultural insights aimed at a transcultural mainstream audience. T<sup>2</sup> features a blended and cohesive marketing approach inclusive of multicultural marketing, bringing together its agencies into a total market model.

The T<sup>2</sup> agency team includes Saatchi & Saatchi, Burrell Communications, Conill Advertising and Intertrend, with Zenith placing TV and outdoor media buys.

Matching opening and closing sequences and production features showcase a unified style across all creative throughout the campaign spots, which are highlighted below:

In Burrell Communications' "Top Hat," directed by [Daniel Azancot](#), a group of fashionable women use the all-new Highlander to 'show up and show out' at a premier event. In "Home Team," a family featuring four generations and baseball legend Jim Robinson celebrates togetherness, baseball, and their proud family legacy. The spot was directed by [Antony Hoffman](#).

"Allies," created by Conill Advertising and directed by [Albert Uria](#), features the unapologetic fun that comes from always being there for your group when it matters most at milestone moments such as sending a loved one off to college.

Intertrend created two Highlander Hybrid spots for the campaign: "Arrival," where a heroine puts her cultural pride on display as she and her family shine on the red carpet; and "Sweethearts," where an intergenerational family turns a simple trip into a grand gesture of love that will be remembered for years to come. The spots were directed by the duo known as [Skinny](#).

In the spot created by Saatchi & Saatchi and directed by [Dante Ariola](#), "Rocket," features a diverse group of daring and determined young girls on an inspiring mission in their Highlander Hybrid. ?

## Media Placements

The fully-integrated "GO HIGHLANDER" campaign extends across linear TV, digital video, digital content, media, social media, audio, and out-of-home. High-profile prime and sports programming includes NBA Playoffs, CBS This Morning, NASCAR, NFL, Discovery en Español, BET, Telemundo and more. Digital content/video includes partners such as BuzzFeed's "Worth It" Series, Amazon, Hulu and Hulu Latino, YouTube, OWN, People en Español + Hola Film Festival, and more. Social includes Facebook and Instagram.

For credits, please click [here](#).

## About the 2020 Highlander

The all-new Highlander gas and hybrid models are on sale now. The [2020 Highlander](#) is available in a choice of five grades, starting with a new L grade, then layering amenities and technology in LE, XLE, Limited and the top-of line Platinum. The Hybrid is offered on all but the L grade.

Key features include:

- Best-in-class EPA estimated MPG for hybrid models and largest-in-segment available 12.3" multimedia display
- Standard Android Auto, Apple CarPlay®, SiriusXM® and Amazon Alexa compatibility
- Standard Toyota Safety Sense 2.0 (TSS 2.0)
- Enhanced driving refinement thanks to the new Toyota New Global Architecture (TNGA-K) platform
- Available 7- or 8-passenger seating
- Choice of V6 or new-generation hybrid powertrain offering FWD for the first time

*Toyota salutes Negro Leagues baseball centennial with the 2020 Toyota Highlander commercial, “Home Team.”*

*“Allies”, from Toyota’s new “GO HIGHLANDER” campaign, is created by Conill Advertising.*

*“Sweethearts” is one of two spots by Intertrend as part of Toyota’s new “GO HIGHLANDER” campaign.*

*“Rocket” created by Saatchi & Saatchi, is part of Toyota’s “GO HIGHLANDER” campaign.*