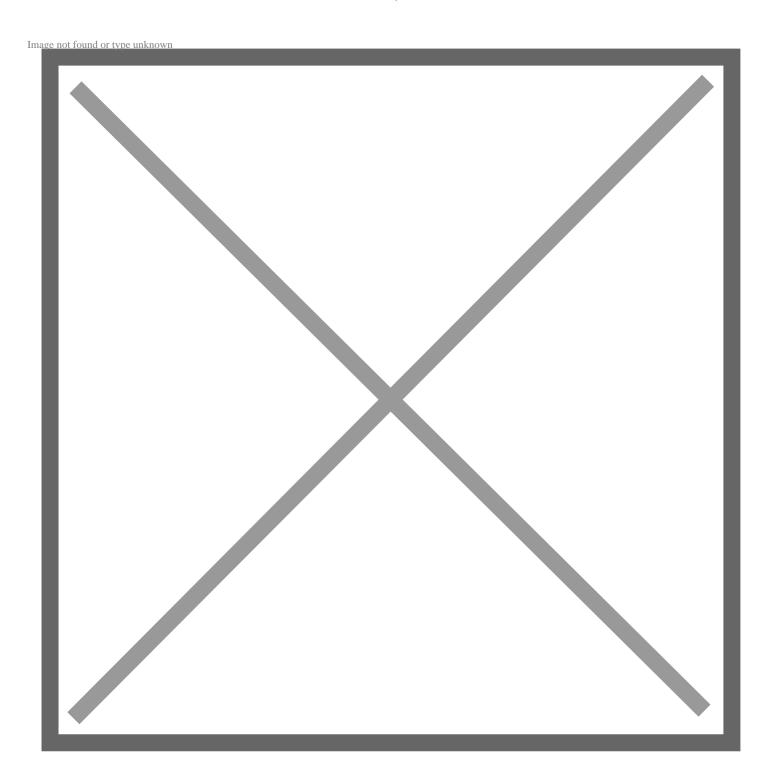
## **Chapter 6: A Lot of Big Eyeballs**

June 26, 2020



A commercial gets made in California, and Toyota's marketing team gauges its impact.