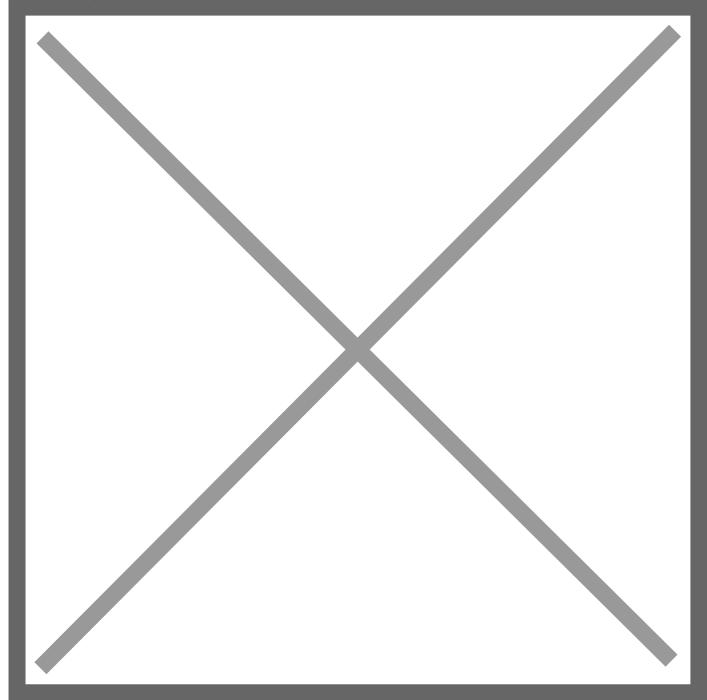
Chapter 3: Cheers and Tears

June 26, 2020

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Alongside its lead ad agency, Saatchi & Saatchi, Toyota plans a Highlander launch commercial to run during America's most-watched football game.