

Toyota Debuts Annual Heartwarming Holiday Commercial During NBC's "Christmas in Rockefeller Center"

December 03, 2020

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PLANO, Texas (December 3, 2020) – This year, more than ever, Toyota is celebrating the true meaning of the holiday season – an opportunity to spread joy and create memories. Toyota debuted their annual holiday ad, titled “Mailbox”, last night during NBC’s primetime special, “Christmas in Rockefeller Center,” with a personalized throw from a show host.

“Mailbox” is a :60 second spot that shares the heartwarming story of a young girl crafting homemade Christmas ornaments, and making multiple trips to a mailbox to send them off to a yet-to-be known recipient. In the last scene, the girl steps out of her mother’s Toyota Highlander and is shocked to see the ornaments displayed on a giant-sized Christmas tree close to the mailbox. Seconds later, her father, a military service member, steps out from behind the tree, and surprises her with his return home, just in time for the holidays.

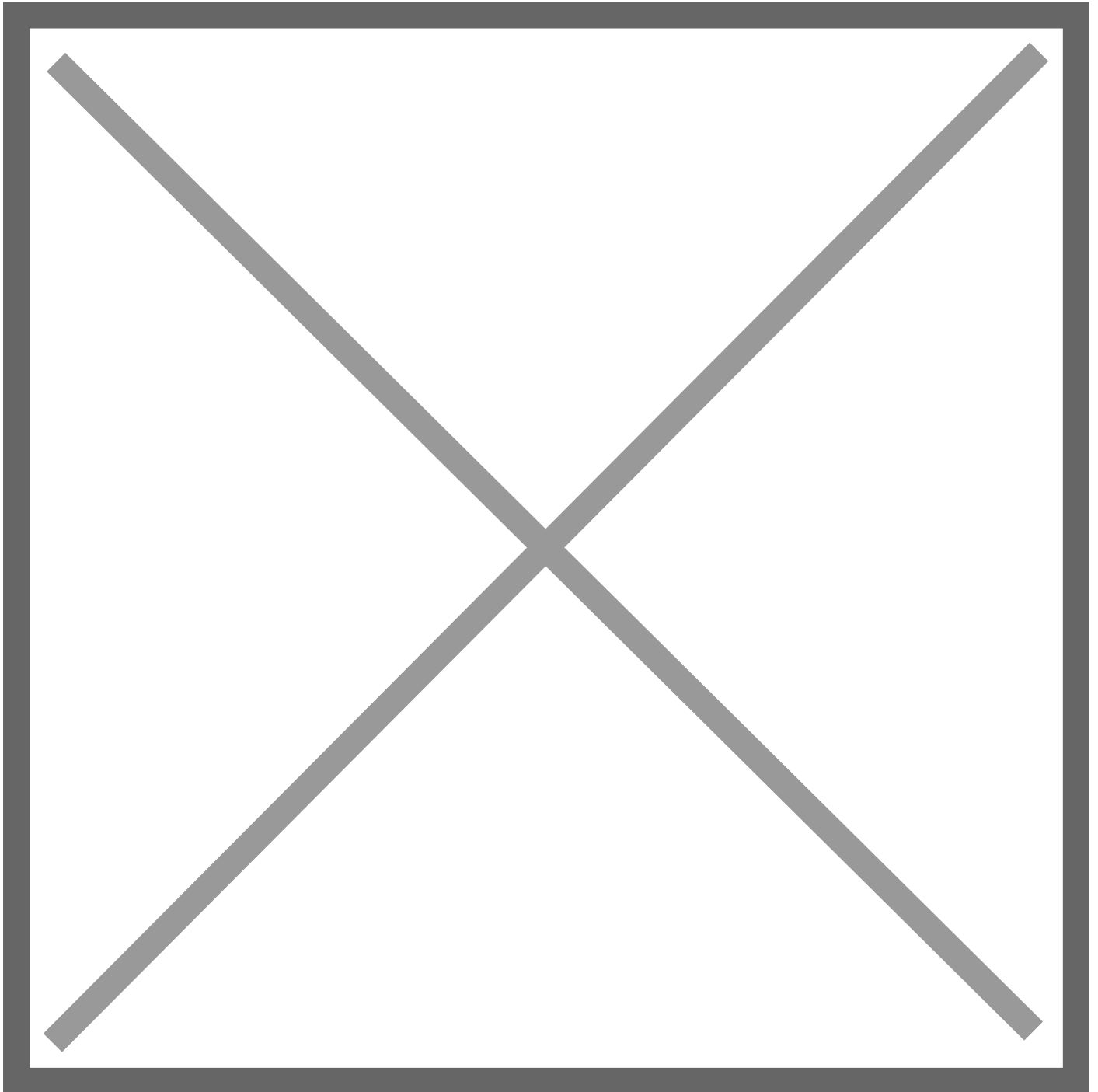


“While the holidays may be celebrated differently for many people this year, we look forward to sharing a hopeful story that encapsulates the traditional spirit of the season,” said Ed Laukes, group vice president, Toyota Marketing, Toyota Motor North America. “Toyota is proud to honor and support our military community with a message of hope and joy.”

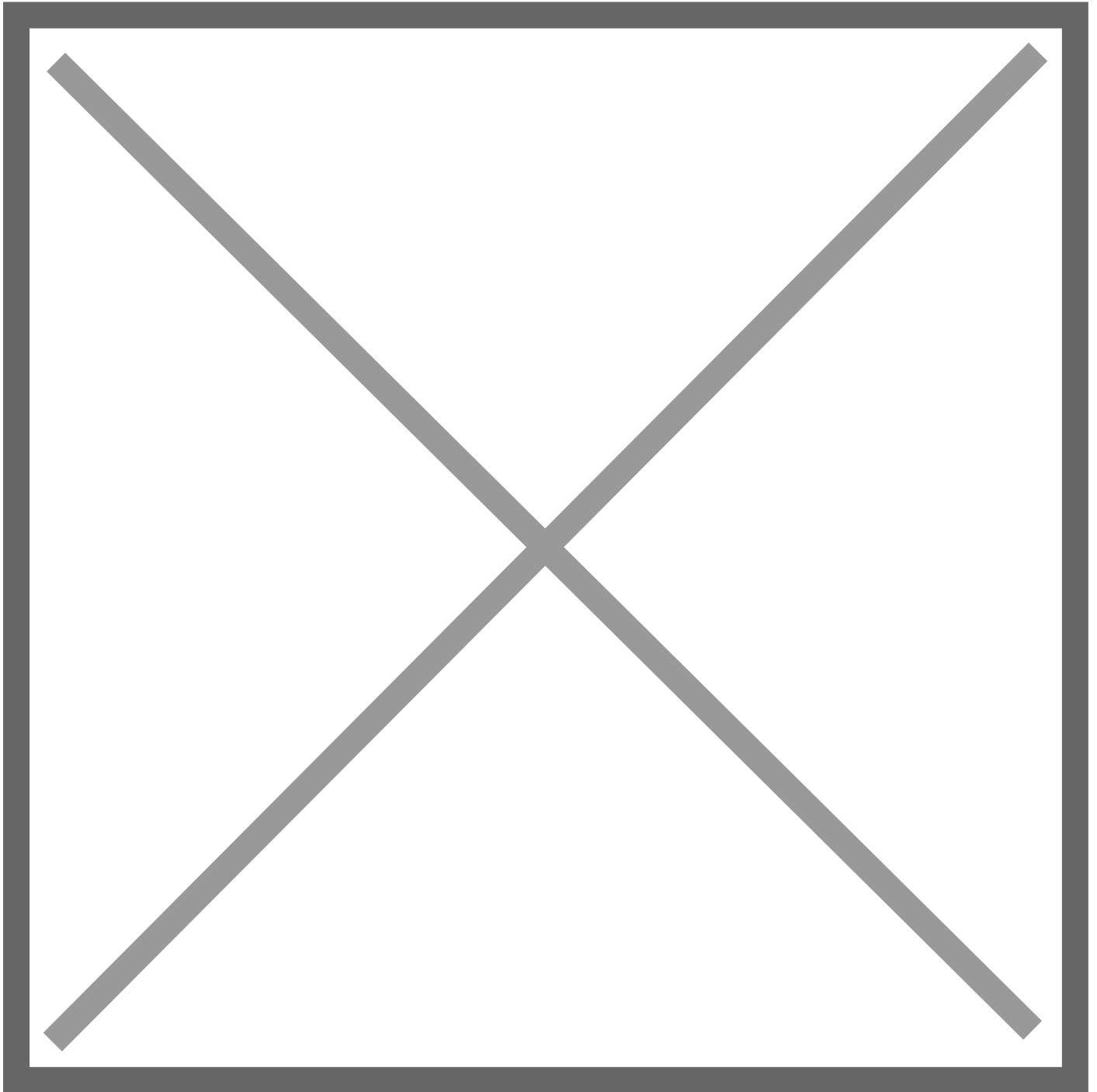
To further support military families during the holiday season, Toyota has partnered with USO (United Service Organizations) – an organization that strengthens America’s military service members by keeping them connected to family, home and country, throughout their service. Through the partnership, Toyota encourages

military supporters to send a message of thanks and encouragement to service members. Please visit [uso.org/message/Toyota](https://www.uso.org/message/Toyota) to express your gratitude for the troops this holiday season.

In November, Toyota debuted an additional holiday spot titled “Super Mom.” The :60 second spot pays tribute to healthcare workers, featuring a working mother during the holidays, juggling her time between family and her duties as a nurse. At the end of the spot, her children leave a sweet surprise in her Toyota Camry that shows their appreciation for all she does. Both “Mailbox” and “Super Mom” were created by Saatchi & Saatchi and directed by Ted Melfi.



Adding to Toyota’s heartwarming holiday line up, Conill Advertising delivered a cross-cultural message of togetherness with a fully CGI spot titled “The Journey,” produced in both English and Spanish. It was directed by Mateus De Paula Santos and the director’s duo known as Alton (formed by Felipe Machado and Tiago Marcondes), in close association with international creative studio Lobo. The magical and visually unique spot shares a unifying message of family, with a RAV4 hero coming to the rescue. “The Journey” features an original song by singer/songwriter Stacey Walker, “Here for You,” available 12/10 on Spotify and other music platforms.



Where to Watch

After last night's premiere, "Mailbox" will begin airing :30 and :60 second versions on December 10. The integrated campaign will appear nationally on broadcast, digital, and paid social. The spot will air on cable networks and during primetime, early morning, and sports programming. The spot will air the :30-second version during the upcoming NBA season, as well as on FOX Thursday and NBC Sunday Night Football halftimes throughout December. The campaign also includes a Countdown to Christmas sponsorship with Hallmark Channel. Paid social will take place across Pinterest, Facebook, and Instagram.

The :60 second version of "The Journey" launched 11/26 on Telemundo's broadcast of the Macy's Thanksgiving Day Parade. That version along with :30 and :15 second cuts are airing on Hispanic broadcast and digital channels, including Spanish and bilingual programming across various networks like Univision, Telemundo, Discovery en Español and digital platforms including Hulu Latino, YouTube, Pandora and Peopleenespanol.com. The English version of the spot will start airing 12/10 during FOX Thursday Night Football, NBC as well as the Hallmark Channel during the week of 12/14.

The Toyotathon December Sales Event offers incentives through January 4, 2021. View the "Mailbox" spot [HERE](#), "Super Mom" spot [HERE](#), and "The Journey" spot [HERE](#) (in English) and [HERE](#) (in Spanish). Images and credits are available [HERE](#).