

Holiday Wishes from Team Toyota

December 18, 2020



With help from some of the world’s most elite athletes, the Toyota Olympic and Paralympic Marketing Team created a unique piece of content for the holiday season. “Paper Stories” takes viewers on a journey through a paper-white winter wonderland with Team Toyota athletes narrating a festive holiday poem that touches upon passion, strength, dedication, courage and trust.

The film, created in partnership with MediaMonks, a global creative and production partner of Toyota in the U.S., is bookended by a live action shot of a present, which opens up to reveal a paper wonderland world featuring scenes that represent each of the athletes—a snowy hill for Olympic gold medalist snowboarder Chloe Kim, an open road for four-time Paralympian and para cyclist Oksana Masters, an ice rink for Olympic figure skater Nathan Chen, a half pipe for Olympic Hopeful skateboarder Jordyn Barratt, and a track for Para track & field gold medalists David Brown and Jerome Avery.

Each scene was crafted using an artful combination of stop motion, illustration, animation, special effects and meticulous post-production in a world where every detail matters. As each Team Toyota athlete narrates a portion of the poem, the film comes together in a final piece which sparks a feeling of holiday wonder that offers the athletes a chance to share a gift with the world: the pivotal role they play in uniting and inspiring people through more than just medals won.

Happy Holidays from Team Toyota!