

# Toyota's All-New 2022 Tundra is 'Born For This'

February 14, 2022

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**PLANO, Texas (Feb. 14, 2022)** – Born from a lineage of trucks and SUVs rooted in quality, durability and reliability, there's no question that the all-new 2022 Toyota Tundra is an absolute powerhouse. The campaign for the all-new Tundra, "Born For This," marks Toyota's largest U.S. campaign to date as the third-generation

vehicle looks to build on its success in the full-size truck segment.

“This campaign showcases the unstoppable independence of the all-new Tundra,” said Lisa Materazzo, group vice president, Toyota Marketing, Toyota Motor North America. “‘Born For This’ celebrates our most capable, dependable and advanced truck yet – exactly what our guests have been waiting for – and the all-new Tundra is born to deliver.”

The fully integrated Tundra campaign was developed using Toyota’s long-standing Total Toyota (T<sup>2</sup>) marketing model, fully considering the transcultural mainstream audiences across America. Toyota campaigns are integrated through one strategic brief, creative idea and media plan – and create a cohesive marketing approach inclusive of multicultural marketing and the total market model. The T<sup>2</sup> agency team includes Saatchi & Saatchi, Burrell Communications, Conill Advertising and Intertrend, with ZenithMedia placing TV and outdoor media buys.

The campaign showcases a unified style across all creative throughout the T<sup>2</sup> agency broadcast spots, which are highlighted below.

In the spots created by Saatchi & Saatchi and directed by [Antoine Bardou Jacquet](#), “Born For The Wild” features friends and families happily escaping to the outdoors for a fun off-road excursion, mountain drive and beach cruise, as they enjoy the power, presence and capability of their all-new Tundra. In “Born For Bringing It,” the all-new Tundra gives drivers the confidence and independence they need to chase any adventure. Digital spots include “Signposts,” “Mud Bath,” “No Hands,” “Rattlesnakes,” “Songs of the City,” “Yurt Feelings” and “Private Planetarium.” Additionally, a 30-second version of “The Joneses,” which debuted yesterday during the Big Game on NBC, will run throughout the campaign flight. The spot was directed by acclaimed director [Bryan Buckley](#).

In “Cappuccino,” the television spot created by Burrell Communications and directed by [The Malloys](#), a highly stylish group of friends meet for coffee, but one friend pulls up in the all-new Tundra Capstone and out-styles them all. Also part of the campaign is a series of digital spots titled “Kings,” “Crosswalk,” “Stepping Out,” “Taste,” “Bling,” “Drama” and “Reveal.”

<https://www.youtube.com/watch?v=7aZqn4K5ZcU>

The centerpiece of the creative from Conill Advertising, “Born to Lend a Hand,” (which debuted yesterday during the Big Game on Telemundo) demonstrates how the all-new Tundra can be depended on in a variety of situations, creating a bond of trust between driver and truck. Two digital commercials, “There” and “Family Business,” highlight the all-new Tundra’s panoramic moonroof and increased towing capabilities, respectively. The spots were directed by [Nicolai Fuglsig](#).

<https://www.youtube.com/watch?v=eze8l5JaXWY>

Intertrend created two spots directed by [Paul Santana](#) that demonstrate how the all-new Tundra symbolizes the driver’s free spirit and authentic identity. In “Born for Unswayed Confidence,” a couple use the all-new Tundra to express their true selves while not being bound by the notion of “saving face.” In “Born for Your True Self,” while a mother humbly brags about why her son is so great, the hero demonstrates each characteristic in an unexpected way with the help of the all-new Tundra. Digital spots include “Born for Defiance” and “Born for Convenience.”

<https://www.youtube.com/watch?v=d9mc15Eu6yE>

## Media Placements

The Tundra campaign is a fully integrated campaign extending across linear TV, digital video, digital content, programmatic, paid social, print, experiential, audio, in-cinema and out-of-home. High-profile prime and sports programming includes placements throughout NBC Winter Games coverage and “Big Game” spots that aired on NBC and Telemundo on February 13. Additional placements include BET and BET Awards, Discovery en Español, Discovery Hogar, FIFA CONCACAF World Cup Qualifiers, Mexican soccer and UEFA, EPL, Indian Premier League, NASCAR, NBA, Nat Geo Mundo, Telemundo, Univision and more. Digital/custom content includes partners such as Barstool Sports, Bleacher Report, Discovery, Disney, ESPN, Fandom, Gear Junkie, Hulu, Outside, Peacock, Prende TV, Rock the Bells, TuneIn, Uninterrupted, Vevo, Willow, Wired, Yahoo, YouTube and more. Premium digital audio and podcasts with ESPN, iHeartRadio, Pandora, Reach Media, SXM, Stitcher and more. Partnerships include WWE, NFL Draft, Hypebeast, Bassmaster, MLF and more. Social is across Facebook, Instagram, Latin Up, Pinterest, Reddit, Snapchat, TikTok, Twitter, Twitch, Yelp and a YouTube Masthead Takeover.

The campaign spots are also available for viewing [here](#). For credits, please click [here](#).

## About the All-New 2022 Toyota Tundra

The [all-new 2022 Toyota Tundra](#) was redesigned from the ground up. Designed, engineered and assembled in the U.S., the all-new Tundra is available in a variety of grades including SR, SR5, Limited, Platinum, and 1794 Edition, which are available at dealerships now. Both the TRD Pro and the new halo grade, Capstone, will arrive at dealerships this spring.

Key features include:

- Standard i-FORCE 3.5L twin-turbo V6 produces up to 389 horsepower, 479 lb.-ft. of torque
- Available i-FORCE MAX powertrain produces up to 437 horsepower, 583 lb.-ft. of torque
- Up to 12,000-pound maximum towing capacity
- Bold exterior styling complements spacious, well-equipped interior
- Available 14-inch touchscreen highlights all-new Audio Multimedia system
- 12.3-inch Instrumentation Panel display available
- Toyota Safety Sense 2.5 active safety standard on all grades