

The Drive is “Easy bZ” In the Toyota bZ4X

May 01, 2023



PLANO, Texas (May 1, 2023) – Toyota is charged and ready to showcase the all-electric 2023 bZ4X with the “Easy bZ” campaign. The campaign highlights the SUV’s electrification capabilities and features, focused on making electrified driving easier than ever.

“The “Easy bZ” campaign will show drivers how smooth it is to transition to an all-electric vehicle,” said Lisa Materazzo, group vice president, Toyota Marketing, Toyota Motor North America. “The bZ4X all-electric SUV is the total package in terms of innovative design and advanced technology, meticulously engineered to make electrification easier.”

The fully integrated bZ4X campaign was developed by Saatchi & Saatchi and Intertrend, with consideration of 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. The campaign showcases a unified style across all creative throughout the agency digital spots, which are highlighted below:

In the Saatchi & Saatchi spot, titled “Easy As” and directed by [Alan Masferrer](#), the bZ4X drives through town with signs of easy popping up at every turn. The spot highlights the ease of driving Toyota’s bZ4X, with key features including a sleek touchscreen dashboard and powerful acceleration.

Intertrend created two spots, directed by [Daniel Azancot](#), to demonstrate how the bZ4X provides a seamless driving experience and allows drivers to achieve personal harmony in their lives. To bring this insight to life for the spot “Priyanka Makes It Easy As 1,2,3,” the Asian American agency worked with celebrity chef, Priyanka Naik, to showcase how driving the bZ4X can be as easy as cooking a meal. In the spot “Jasmine Makes It Easy As 1,2,3,” Intertrend worked with content creator, Jasmine Nguyen, to show how to take style to the next level with the first-ever bZ4X.

Media Placements

The bZ4X campaign is a fully integrated campaign extending across CTV, digital video, digital content, programmatic, paid social, digital OOH and audio. Digital content/video includes partners such as Vizio, Condé Nast Traveler, SELF, Vice, YouTube, and Waze. Partnerships include Yahoo!, Pandora, Dotdash Meredith, Volta, among others. Social is across Meta, Pinterest, LinkedIn, and Reddit.

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

About the 2023 Toyota bZ4X

As a leader in electrification, Toyota’s introduction of the [2023 bZ4X](#) represents the first of a global series of battery-electric vehicles to be introduced under the global “Toyota bZ” brand umbrella. “bZ,” which stands for “Beyond Zero,” is Toyota’s vision to reach beyond carbon neutrality with products, services, and operations; and find new ways to make a positive impact on the planet and society.

Toyota is committed to helping reduce carbon emissions by giving customers 15 electrified vehicles for customers to choose from, including 11 hybrid models, two plug-in hybrid models, the all-electric bZ4X battery electric vehicle, and the zero-emission hydrogen fuel cell electric Mirai (currently available in California).

Offered in two grades – XLE and Limited – the futuristic design of the bZ4X is sleek, functional, and powerful – and is available at dealerships now.

Key features include:

- EPA-estimated range rating of up to 252 miles per charge for XLE FWD
- Bold, SUV design with premium finishes
- Available AWD with X-MODE[®] system
- Wireless Apple CarPlay and Android Auto capabilities
- Grip-Control for off-road performance
- Toyota Safety Sense safety package (TSS 3.0)
- Compatible with high-output chargers worldwide
- Front-seat radiant foot-and-leg heater (first for Toyota)
- Panoramic roof