

“Outlast Outlive:” Toyota Inspires Adventure in First-Ever Trucks Family Campaign

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Toyota encourages a life of discovery where new adventures are always waiting. The first-ever Toyota Truck family campaign, “Outlast Outlive,” highlights that message, featuring five body-on-frame vehicles – Tundra, 4Runner, Tacoma, Sequoia and Land Cruiser. The campaign showcases the Toyota Trucks that are built tough with performance and capability as the basis of every design.

The “Outlast Outlive” campaign celebrates the thrill-chasers and the limitless possibilities that await them. The campaign’s two TV spots feature vignettes of people conquering goals through outdoor sports and exploration, even in the face of unexpected challenges.

Authenticity was key during the production of the “Outlast Outlive” trucks family campaign, which was created by Saatchi & Saatchi and directed by [Chris Malloy](#). Unlike traditional new vehicle campaigns cast with actors, Toyota featured real people who live authentically adventurous lives – such as off-roaders, mountain bikers, and rock climbers – with years of experience and expertise in the outdoor space. The team sourced talent with a wealth of exciting personal content to offer as supporting footage in the spots and focused on cultivating a diverse group to feature, demonstrating Toyota’s wide-ranging community of Toyota truck enthusiasts.

A similar approach was taken when selecting Director Chris Malloy. It was important to find someone who could capture raw and action-packed footage to effortlessly showcase the significance and heart of the campaign. Every production detail from locations to props to accessories were thoughtfully considered to maintain the genuine spirit of Toyota’s truck enthusiasts. The result? A dynamic campaign featuring the endless capabilities Toyota trucks have to offer.



“This is our first-ever trucks family campaign, and a perfect opportunity for the all-new 2024 Land Cruiser and 2024 Tacoma to make their TV debut,” says Joseph Moses, general manager, Vehicle Marketing and Communications – Trucks and SUVs, Toyota Motor North America. “These spots are meant to inspire and excite customers about Toyota’s truck lineup that’s specifically built and engineered to last. And that’s unmistakably Toyota.”

Adventure Awaits

The spot “Outlive the Day,” begins with people running into challenges in their various sporting quests – slipping during an icy climb, damaging a bike tire, and falling off a motor bike while attempting a trick. The spot then transitions into thrilling moments that are worth the climb, worth the effort, with their Toyota trucks helping them accomplish amazing things.

The spot “Nightcrawler” follows people throughout their nighttime adventures – exploring caves, ice climbing, off-roading, kayaking, among other activities while counting on their dependable Toyota Trucks to lead the way in their exploration.

The “Outlast Outlive” campaign launched in September and is slated to run through February 2024. The campaign extends across linear TV with high-profile sports programming on NFL, NBA, and EPL as well as digital extensions on NBC, FOX, ESPN and Amazon.

Decades of Heritage

Since 1958, Toyota trucks have been sold in the U.S., and have supported customers through daily life and work, as well as their most exciting and fun outdoor adventures. This year marks the 20th anniversary of Toyota’s plant in San Antonio, TX – where all Tundra and Sequoia vehicles are assembled.

Toyota’s truck heritage has inspired the vehicles today that are filled with years of engineering and understanding – always continuing to evolve. Toyota’s all-new 2024 Tacoma arrives later this year, built with an authentic off-road feel, featuring an ultra-rugged stance that’s adventure ready. The highly anticipated 2024 Land Cruiser will be available in dealerships next year, with heritage-inspired design along with the durability that customers expect, making this vehicle a longtime icon in Toyota’s lineup.