

# Start Your Impossible: Together Wins

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Greatness is not a solo pursuit. It's the result of everyone around you. At Toyota, we believe no journey is taken alone. We each have an innate need to connect that gives our efforts meaning and helps define our purpose. Community is more than a support system, it's the fundamental building block of our growth and success.

Together, we can truly achieve the impossible.

This is the theme behind Toyota's global "Start Your Impossible" campaign, which aims to inspire athletes and spectators alike during the Olympic and Paralympic Games Paris 2024. With this sentiment, Toyota is proud to be a part of communities around the world, supporting and cheering for athletes as they strive for success in Paris.

The campaign's latest commercial, "Together Wins," features an array of global Olympic and Paralympic athletes, including Gabby Thomas, Eva Moral, Milan Trajković, Jetze Plat, and Haruka Enomoto. More importantly, it honors the heroes behind their success – the coaches, teammates, parents, and fans – the community that fuels their journey.

### **Success Shaped by Early Mornings and Late Nights**

"Together Wins" starts with a man holding the door open at a local neighborhood gym in the early morning hours, allowing a young woman to practice shooting hoops before starting her day. The scene shifts to late night at the gym, where Spain's Paralympic Triathlete Eva Moral sits in her wheelchair, pushing through a shoulder workout with her trainer by her side, determined to "help her find her wings."

### **Champions Become Legends**

Next, we see Cyprus hurdler Milan Trajković running alone late at night when he comes across a mural painted of himself on an alleyway wall. The sight fills him with a profound sense of belonging and pride for his country, motivating him to run even harder. It's this dedication that turns champions into legends.

"Coming from a small country...one big success or one medal is such a big thing... you get a lot of love and a lot of support from everybody walking outside in the streets and people are cheering you...this is keeps me going for more," says Trajković. "My advice for the young athletes is to believe in themselves and fight every day."

### **Pave the Way**

In an empty basketball gym, a few multigenerational women watch USA Track & Field standout Gabby Thomas celebrate winning a race. The sight of someone who looks like them achieving her dreams inspires young girls to envision their own finish lines.

"When you're watching or participating in sports, everyone kind of comes together for a common purpose," says Thomas. "I think it's really beautiful to have everyone come together for something so positive...If I could go back and talk to the 10-year-old version of myself, I would tell her to not have any limits for herself and to feel like she can do anything that she sets her mind to...the sky's the limit."



### **Dream Big**

Somewhere, a parent picks up her daughter in the rain after what seems to be a tough day at practice. With a gentle touch to her daughter's face, a smile spreads between them, assuring her that everything will be okay. It's a beautiful moment that reflects a parent's commitment to putting their children's dreams before their own.

Later, Dutch Paralympic triathlete Jetze Plat is seen on the side of the road in the rain, adjusting the wheels of his handcycle. A good Samaritan stops to assist, embodying the spirit of community and support. Plat gives him a thumbs up that he's good and the driver goes on his way. It's this determination and self-belief that's led to the

Paralympian's success.

"I think the most important advice for young talents dreaming about (the) Paralympics is (to) stay in the moment" says Plat. "Love your sport and love training day by day. And of course, don't forget to dream."

### **Together, We Win**

And somewhere, teammates and coaches are whispering into the ears of the unsure, "You've got this." Although these athletes hail from different regions around the world, the commercial reinforces the universal belief that, despite our diverse origins, we all rely on our communities to achieve our dreams. It's a story about communities coming together for a common goal: to help their athletes achieve the impossible.

To learn more about Toyota's "Start Your Impossible" campaign and Global Team Toyota Athletes visit [www.startyourimpossible.com](http://www.startyourimpossible.com).

"Start Your Impossible" is a strategic and creative collaboration between long-standing agency partners, Saatchi & Saatchi (Los Angeles and Dallas) and Dentsu (Tokyo).