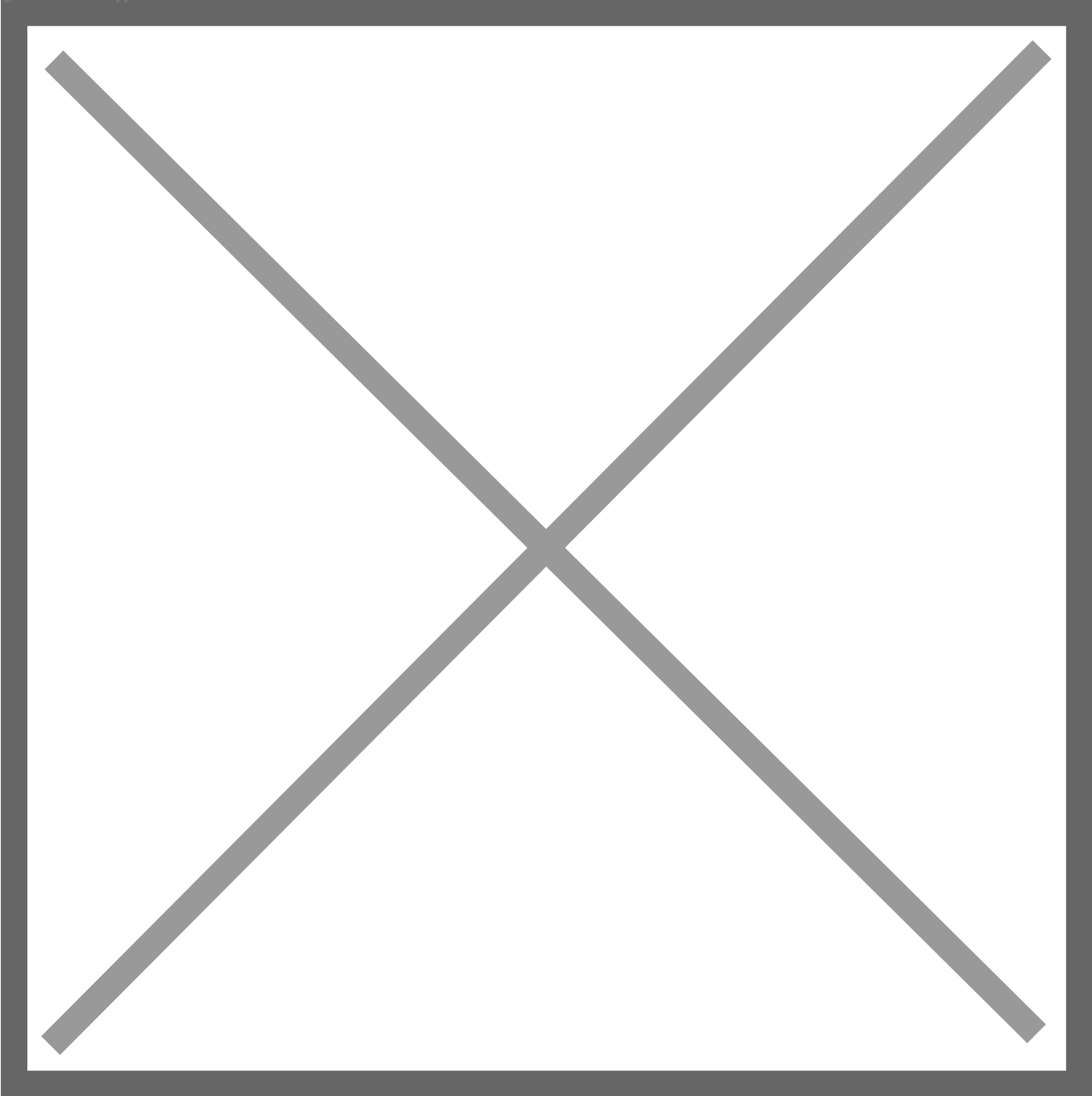


Toyota Delivers Star-Packed NFL Campaign That Invites Fans to “Roll Deep” Together All Season Long

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PLANO, Texas (Sept. 4, 2024) – Toyota Motor North America today unveiled an NFL-themed campaign that highlights Toyota’s deep connection to the NFL and its support of football fans across the country. The campaign builds on Toyota’s 67-year legacy of playing a grassroots role in football’s rise in our communities, to now advancing a modern vision of how the brand will bring Toyota owners closer to the game they love in new and unexpected ways

“The Official Automotive Partner of the NFL” will release a season-long schedule of content across linear broadcast, digital, paid social and in-game formats. The content features a debut spot, with additional creative to be shared later this season.

“We Roll Deep Anthem” is an exhilarating spot that highlights the unifying moments that energize football fans across the country, bringing together diverse fanbases with thrilling excitement. The spot features a unified cavalcade of Toyota Nation fans and Team Toyota stars—Brock Purdy (49ers), Eli Manning (NFL Legend), Michael Pittman Jr. (Colts), and Puka Nacua (Rams)—setting off on an adrenaline-packed NFL adventure.

“Everywhere” shows a professorial Eli Manning teaching a classroom of the NFL’s [rising stars](#). The “class” discusses how closely intertwined Toyota is with football, resulting in unexpected comedic moments. Kyle Hamilton, Michael Pittman Jr. and Christian Gonzalez are featured, with a cameo from Brock Purdy.

The campaign will debut on Thursday, September 5 during the primetime matchup between the Baltimore Ravens and the Kansas City Chiefs as the two clubs kick off the NFL season on NBC and Peacock.

Toyota’s NFL campaign will extend further through these fan-focused moments:

- **Toyota’s Gameday Giveaway:** Toyota will collaborate with NBC to launch an in-game fan engagement feature that will incentivize fans to digitally participate in regular season primetime matchups during select *Sunday Night Football* games through the 2024 NFL Season. NBC talent will prompt viewers during the Toyota Halftime Show to watch for key moments in the game for a chance to win exclusive prizes such as NFL tickets, NFL Shop gift cards, Super Bowl LIX tickets and more. One lucky fan will win a new 2025 Toyota Land Cruiser.

To enter, fans can visit www.toyota.com/nfl and check back throughout the season for new weekly challenges and prizes, such as:

- **9/5 – Baltimore Ravens @ Kansas City Chiefs (NFL Kickoff):** If there is an interception in the second half, 20 fans will each win 2 tickets to a regular season game.
 - **BONUS:** If it’s a Kyle Hamilton interception an additional 5 fans win.
- **9/8 – Los Angeles Rams @ Detroit Lions:** If a deep pass of 25+ yards is completed in the second half, 200 fans will win a \$200 NFL Shop gift card for purchases like a custom team jersey.
 - **BONUS:** If it’s a Puka Nacua reception, an additional 20 fans win.
- Toyota and Christian Gonzalez will honor the game’s deep Latino heritage with an original social media campaign, “We Roll Deep.” Featuring Gonzalez, the campaign kicks-off with “Driving a Legend”, a series of videos discussing culture, family and football history with gridiron legend Jim Plunkett and Diana Flores, captain and quarterback of the Mexican Women’s National Flag Football team and Global Flag Ambassador for the NFL & IFAF, while driving the 2024 Land Cruiser. The social campaign will live on Toyota Latino social channels, and more videos will be shared throughout the season celebrating Latino’s passion for football and cultura.
- Toyota is collaborating with “The Mina Kimes Show featuring Lenny” to mix-and-match NFL personalities with the show’s hosts to chat all things family, culture, and hot takes as viewed from their

ethnically-diverse upbringings. The initial episode will see Kimes host a connection between two Korean-American football stars, Kyle Hamilton (Ravens) and a special guest, centered on their respective Korean-American heritage. Another episode this fall will feature a conversation between Haloti Ngata (Ravens Legend) and NFL star Puka Nacua.

“For more than sixty-five years, Toyota has been there for road trips, practice drop-offs, and tailgates, connecting fans, families, and communities to America’s favorite sport,” said Michael Tripp, group vice president of Toyota division marketing. “This campaign demonstrates our commitment to immersing fans further into the excitement of gameday adventures.”

Today’s news follows a June announcement to advance “football for all” as Toyota was [named](#) Presenting Partner of NFL Flag tournaments across the U.S — spanning the NFL Flag Championships & Regional Tournaments as well as NFL Flag League Play. This national and regional sponsorship helps bring non-contact football to boys and girls in 1,800 local leagues.

In the same month, Toyota [announced](#) rising stars Puka Nacua, Kyle Hamilton, Michael Pittman Jr. and Christian Gonzalez as the latest additions to its roster of league partners. These players joined a Team Toyota roster that already included Eli Manning and Brock Purdy. Toyota aims to spotlight each player’s commitment to their communities, family, culture and NFL fans through the content and experiences they create together.

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