



Toyota is attempting to position its popular Corolla model to appeal to tech-savvy “Millennials” with a campaign that utilizes mobile technology at the heart of a multi-media campaign that leverages out-of-home and social media efforts, as well as digital and television ads.

Highlights:

Toyota’s campaign for the new Corolla incorporated mobile to target the millennial audience (defined as a people reaching young adulthood around the year 2000) that is looking to purchase their first car and to accelerate their career.

Details:

Toyota worked with Saatchi & Saatchi in Los Angeles to develop the “Elevate” campaign’s theme. Transit shelters in several major markets, including New York and Los Angeles, were executed with an integrated NFC chip that launches a virtual test drive with the tap of an NFC-enabled smart phone. The campaign also incorporates the hashtag #CorollaStyle and encourages consumers to submit video clips via Vine and Instagram.

Rationale:

Many millennials spend their time outdoors and as they travel they won’t be able to miss the alluring image of a brand new vehicle to drive. Toyota’s use of transit shelters and billboards paired with a social media campaign was a great way for them to reach out to the consumers that largely spend their time out of home.

Results:

This integrated marketing campaign elevated the 2014 Toyota Corolla to new heights causing technology to take center stage not only in the vehicle but also with the advertising platforms.