



**Case Study:**

Toyota - 2022 RAV4

Year: 2023



**TOYOTA**

This case study was prepared for the client Southeast Toyota for the Toyota RAV4 Explorers to promote 2022 RAV4 to Hispanic consumers. It was developed and designed by CCOM Group Inc. The campaign won gold in the Creative Ingenuity category in 2023.

## Executive Summary

Southeast Toyota faced a large challenge in 2022. They wanted to maintain their #1 ranking among Hispanic sales in the Small SUV category. This particular category is highly saturated due to messaging from competing brands. Toyota sought to highlight how the 2022 RAV4 could enhance the consumer's lifestyle and interests by creating a memorable campaign.

## Definition of Your Challenge

The key challenge for Southeast Toyota was to maintain its ranking for the #1 vehicle in the Small SUV segment. This can be executed by overcoming competitors while simultaneously converting sedan owners. These actions follow recent market trends in the industry. In addition to this, Toyota places a high priority on establishing an emotional connection through deep cultural insights present in all creative pieces that express how Toyota understands SET Hispanics and their needs when it comes to cars.

## The Key Insight & Strategy

The core strategy was "más para el viaje" (More for the ride), with a concentration on providing comfort throughout the journey. The RAV4 was packed with crucial features required to achieve this purpose. Our study enabled us to gain an exclusive understanding. Hispanic families are attracted to unfamiliar experiences focused on spending time and cherishing collective moments in natural surroundings with their families. Our approach was targeted towards the "outdoor-loving family segment", exploring a market that was underrepresented. Our emphasis was on illustrating these activities while highlighting RAV4's distinctive features that enhance the comfort of the journey and showcasing the aesthetic appeal of the vehicles - a novel perspective considering most competitors aimed at adventurous escapades in challenging landscapes.

## Execution

Comprehending the knowledge gained and understanding the challenges, the group proposed the "Adventurer" idea. This idea posed the idea that possessing the correct tools can enable one to achieve remarkable feats. Moreover, even small accomplishments can instill a sense of great achievement. The tongue-in-cheek idea honors the "trailblazers" who have perfected the art of outdoor pursuits, surmounting its difficulties with the assistance of the RAV4. To further underline the concept, a distinct "static image" technique was employed, utilizing Unreal Engine. Remarkably, this was the same technology utilized in Disney's The Mandalorian.

## Results

Overall, the campaign proved to be successful and yielded positive results. According to the hypothesis, which conducted a qualitative research study, the campaign excelled in and scored the highest in several categories. Those categories included model recall (76%), consideration scores (73%), and dealer intent (78%).

Additionally, there was a notable change in the perception of the RAV4 based on data prior to and at the conclusion of the campaign. Specifically, 24% more people viewed the car as "family-oriented," 18% more people believed the car as "fun to drive," and 15% more people associated the car with "adventure seeking."

## Industry Impact

The RAV4 campaign strategically leveraged two components in order to maintain the number one position of small SUV sales among Hispanic consumers. Those two components were insights on Hispanics who drive small SUVs and the newest technology being developed for and implemented in cars. This combination led the RAV4 to clearly stand out among competitors, connect with Hispanic consumers on a personal level, and improve the perception of the car model in multiple aspects.