



Augustana College  
Rock Island, Illinois



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# executive summary

## SITUATION ANALYSIS

The Toyota name is associated with strong, dependable qualities that have gained the company a large and loyal consumer base. The release of the Matrix adds an extra dimension to Toyota's identity—one that is yet to be fully recognized by its target consumers. As CUVs emerge on the market, it is important to firmly establish the Matrix as a car in its own class, while also securing it to the Toyota legacy.

## TARGET MARKET

Toyota seeks to attract a new type of consumer with the Matrix, one who embodies a trendy, youthful edge, but also insists upon practicality and reliability. Using PRIZM®, Velocity Communications segmented the target audience into four components: Motivated Students, Aspiring Singles, Active Intellectuals and Domestic Achievers. This enabled us to dig deep into the target market's motivations and habits and allowed us to develop an effective plan that truly speaks to our intended target audience.

## STRATEGY

Velocity Communications recognizes the duality that lies in portraying the Matrix as new and unique while also maintaining its strong Toyota heritage. Therefore we propose a new image campaign that embraces both – “New Toy. Fun Twist.” Through revealing the uniqueness of the Matrix along with adhering to the quality principles of Toyota, we believe we can effectively reach our target market and raise consumer awareness.

## CREATIVE AND MEDIA

Integrating the “New Toy. Fun Twist” tag line throughout all advertising, Velocity Communications has developed a creative plan that speaks to each member of our target segments. While the plan reaches them on varying levels, it also succeeds in consistently portraying the fun, sporty feel of the Matrix. Through the use of both traditional and non-traditional media, this creative approach will effectively penetrate our target consumers across the country.

## PR AND PROMOTIONS

Velocity Communications has developed a series of events and promotions, keeping our research findings and creative strategy in mind throughout all steps of the plan. We seek to engage our audience members on multiple levels through public events, customer interactions, employee development and media relations. By combining this strategy with our innovative media, Velocity Communications has created a plan that will effectively raise Matrix awareness and draw even more loyal customers into the Toyota family.

# research

## TOYOTA LEGACY

Toyota Motor Corporation holds a strong place in the automotive market as the world's fourth largest automaker and America's number one car importer. Toyota's corporate philosophy of constant improvement strongly contributes to its success. The company strives to better its product in order to appeal to its customers—both buyers and potential buyers. Currently, Toyota is now concentrating on a new generation of consumers and creating stronger bonds with this younger market. As a result of its new focus, Toyota has created a new line of vehicles, targeting the generation of “cool.”

## THE MATRIX: ADVANCING THE TRADITION

The innovative Matrix was unveiled at the 2001 North American International Auto Show. Mixing the functionality of an SUV, the style of a sports car and the affordability of the sedan, a new category was born—the cross-over utility vehicle (CUV). Toyota recognized that the younger generation is looking for a vehicle that is both sporty and practical. It answered with the Matrix. Combining a spacious interior with a sleek exterior, the Matrix attracts drivers with active lifestyles who want functionality along with a fun car feel.

The Toyota Matrix has gained positive reviews, receiving “very good” overall ratings from *Consumer Reports*. It has, however, failed to gain the attention of Toyota's target market—the youth. Research has revealed the average buyer to be 45-year-old females. Toyota, however, seeks to expand this group by attracting 20–30-year-old consumers. While youth respond positively when viewing the Matrix, the vehicle has yet to gain the large-scale attention that Toyota seeks.

## MARKET ANALYSIS

The cross-over utility vehicle has only recently joined the family of subcompact cars. The Matrix must assert itself as possessing the attractive qualities of a CUV. Other vehicles in this market include the Mazda Protégé 5, the Chrysler PT Cruiser, the Pontiac Vibe, the Mitsubishi Outlander, and the Ford Focus ZX5. The primary advantages of Matrix over these models are the quality, dependability and reliability of the Toyota name. Because Toyota seeks constant improvement, Velocity Communications has considered the strengths and weaknesses of the competitors' products and marketing strategies.

## COMPETITIVE ANALYSIS (BEYOND TOYOTA'S DATA)

COMPETITOR	STRENGTHS	WEAKNESSES
PONTIAC VIBE	<ul style="list-style-type: none"><li>• Built on same body as the Toyota Matrix</li><li>• Roof rack standard</li></ul>	<ul style="list-style-type: none"><li>• Lacks Toyota name, though essentially the same vehicle</li><li>• Perceived higher pricing</li></ul>
MAZDA PROTÉGÉ 5	<ul style="list-style-type: none"><li>• Sporty handling</li><li>• Overall ergonomics rated highly</li><li>• Exterior styling rated highly</li></ul>	<ul style="list-style-type: none"><li>• Less cargo capacity</li><li>• Noisy engine</li></ul>
FORD FOCUS ZX5	<ul style="list-style-type: none"><li>• Large, well-established dealer network</li><li>• Driver ergonomics rated highly</li></ul>	<ul style="list-style-type: none"><li>• Smaller cargo capacity</li><li>• Lower reliability</li></ul>
PT CRUISER	<ul style="list-style-type: none"><li>• The veteran of this growing market</li><li>• Ergonomics throughout rated highly</li><li>• Excellent cargo space</li></ul>	<ul style="list-style-type: none"><li>• Not perceived as sporty enough for this market</li></ul>

### Primary Research

Velocity Communications started with primary research to achieve the primary objective of this advertising campaign: to increase awareness among 20–30-year-old consumers. Three types of primary research were executed to gather the necessary information.

#### DISCUSSION BOARDS

Searching the subject “Toyota Matrix” on caranddriver.com, we reviewed discussion boards dated from February to October 2002. After selecting specific message boards, members of Velocity Communications checked the postings on a bi-weekly basis. The postings reflected consumers’ attitudes toward the Toyota Matrix, the CUV market and the Matrix’s competitors.

#### Objectives

- To provide insight into what “smart-minded” buyers look for when purchasing a vehicle.
- To determine how consumers who conduct research prior to purchasing a vehicle have responded to the Matrix and the CUV market.

#### Findings

- Consumers appreciate the versatility, cargo space, comfort and sleek, innovative styling of the Matrix and the reliability of a Toyota product.
- With the rise of the CUV market, the public is considering competitors such as the Pontiac Vibe and Mazda Protégé 5 and is aware of their similar features and competitive pricing.
- Styling preferences strongly influence customers’ purchasing decisions.
- Consumers realize that the competition lacks the Toyota reputation for quality, reliability and dependability.

## COMMERCIAL TESTING

Students enrolled at a private liberal arts college were randomly selected to participate in this research project. Students were selected without regard to age or major, so the participant group reflected a wide

"[The Matrix] seemed like the one that was both popular and would fit my needs."

population of individuals. Velocity Communications made multiple videotapes, each containing three commercials. One commercial was for the Toyota Matrix, while the other two were for competitors of the Matrix. The Matrix commercial was consistently placed between the two competitor commercials on the tape. The competitors that were used in this research were:

Mitsubishi Outlander, Kia Sorento, Chrysler P.T. Cruiser, Mazda Protégé 5 and Ford Focus. After viewing each commercial, participants filled out identical surveys rating the effectiveness of the advertising. After viewing all three commercials, participants filled out an overall survey comparing the Matrix with its competitors. At no point did the participants know that Velocity Communications was collecting data for an advertising plan for the Matrix.

"The style and design would most likely fit my lifestyle."

### Objectives

- To establish which advertising strategies are most effective for reaching this target audience.
- To determine how audience members' responses to Toyota Matrix advertising compares to their responses to the competitors' advertising.
- To analyze students' responses and incorporate their attitudes into our creative and media plans.

### Findings

- At 41%, most students preferred the Mitsubishi Outlander commercial because they felt it best fit their lifestyle, stating the ad "grabbed their attention."
- Following the Outlander commercial, students preferred the Matrix ads at 23%, due to the Toyota name and sporty presentation of the vehicle.
- Of the other competitor commercials, humor, vehicle styling and entertaining slice-of-life narratives appealed to the students the most.

## MYSTERY SHOPPING

Velocity Communications team members as well as others shopped car dealerships for the Toyota Matrix, as well as its leading competitors. Each secret shopper looked at the Matrix and one of its main competitors: the Ford Focus, Pontiac Vibe or Mazda Protégé. The secret shoppers filled out two identical surveys, one after visiting each dealership. The surveys reflected the shoppers' experiences regarding customer service, employee product knowledge, and vehicle visibility. Having each shopper look at both the Matrix and a competitor ensured that the research provided consistent information.

### Objectives

- To gain information about the car shopping experience
- To determine whether adequate and accurate information regarding the Toyota Matrix is being provided to all potential customers.
- To determine the accessibility of the Matrix to the public.
- To allow Velocity Communications to gain hands-on experience with the Toyota Matrix.

### Findings

- Product knowledge regarding the features and benefits of the Matrix was inadequate. Salespeople scored below average on their knowledge of the standard/optional features, rebates, safety features and maintenance requirements.
- Salespeople at the competing dealerships were more knowledgeable about their vehicles than those at the Toyota dealerships.
- The Matrix's overall visibility was low. None of the dealerships featured it in their showroom and none displayed it in a location seen easily from the streets.
- Feedback on Matrix test-drives was positive, and all secret shoppers described the vehicle as "roomy" and "comfortable."



# MATRIX SWOT ANALYSIS (BEYOND TOYOTA'S DATA)

## STRENGTHS

- Toyota established as reliable, quality vehicle that will hold value
- Interior designed for practicality and versatility
- Sporty exterior appeals to younger buyers
- Storage capacity comparable to an SUV but at a lower price
- Strong gas mileage in a sensitive economy
- Early buyers report satisfaction

## WEAKNESSES

- Reaction to some exterior styling elements contributes to stigma of wagon or "soccer mom" vehicle
- Price premium in a sensitive subcompact market
- Lack of product familiarity at the dealerships

## OPPORTUNITIES

- Price and features attract first-time buyers
- Theme of youthful practicality
- Provides a contemporary option for loyal Toyota owners
- Opportunity to attract new Toyota customers by opening a new segment
- Renewed interest in the subcompact market
- Early buyers report that they have an image of Toyota as more innovative and less conservative

## THREATS

- Perception of Toyota as conservative
- Vibe built on the same body, styling preferred by some
- Strong competitors, including Pontiac and Mazda, offering very similar CUVs which are marketed to young buyers
- Must reach youth while maintaining the interest of the "young at heart"



# strategy

## KEY RESEARCH FINDINGS

The research conducted by Velocity Communications revealed several key themes that lead to the development of our strategy.

- Consumers are attracted to advertising that encompasses their own way of life. Research participants favored **slice-of-life commercials** and were more inclined to want the vehicle if they saw it “fitting their own lifestyle.”
- Target customers most prefer the “fun, sporty” feel and “comfortable, roomy” interior of the Matrix. The fact that the vehicle is a Toyota, also positively affected consumers’ opinions of the Matrix.
- Consumers had a negative experience when shopping for the Toyota Matrix. **Employees knew little regarding the vehicle** and left a bad impression upon the secret shoppers.

These elements helped us determine our target audience’s needs and assisted in the development of our creative, promotions and media plan.

## TARGET AUDIENCE

The members of the target audience are going places. They are 20–30 year olds who welcome the quality and dependability that Toyota promises to bring to their changing lives. They have expressed an interest in the cross-over utility market because such vehicles will accommodate their active lifestyles at an affordable price. This youthful market is highly educated and thinks both critically and progressively. Like the Matrix, these young men and women are

practical, innovative and prepared for the road ahead of them. Though they are responsible young adults, they want to have fun and retain their youthful spirit.

## TARGET AUDIENCE

- 20–30-year-olds
- college educated, creative, innovative, daring, and independent
- high priority on performance, quality and dependability
- openly pursue change

## TARGET AUDIENCE SEGMENTS

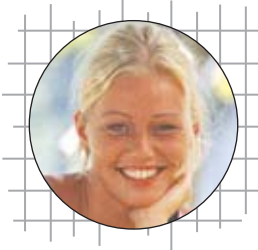
To segment this audience, Velocity Communications used the PRIZM® lifestyle segmentation system. The software separates the United States population into 62 clusters based on geodemographic, psychographic, and lifestyle characteristics.

For Toyota, each of the 62 PRIZM® clusters were indexed against each of the demographic variables that Toyota had identified as being specific to the Matrix target market. The results identified eight PRIZM® clusters as excellent matches. These eight clusters were further analyzed by Velocity Communications for similarities and differences in key statistical and lifestyle characteristics, resulting in four final target segments.

# TARGET AUDIENCE SEGMENTS

Three of these four segments coincide with the target audience that Toyota wants to reach with this campaign, and the other is a group that will soon become members of one of the three main groups.

## MOTIVATED STUDENTS



- Single
- Reside in college towns and university campus neighborhoods
- Have household income of \$20K
- Predominantly White and Asian
- Enjoy sports, adventurous hobbies, and travel
- Enjoy prestige products beyond their means
- Actively use the Internet

Though this group lies outside of the income range specified in the case, they **will soon become** Aspiring Singles, Active Intellectuals and Domestic Achievers and must be targeted as future Matrix buyers.

## ASPIRING SINGLES



- Single
- Reside in urban college towns
- Contain an average amount of households with incomes of 50K+
- Ethnically diverse
- Active in sports, physical activities
- Wide musical tastes
- Fashion conscious

## ACTIVE INTELLECTUALS



- Twice as many single as married
- Reside in urban and suburban locations
- Majority have a household income of 50K+
- Majority are White and Asian/Pacific Islanders
- Enjoy outdoor activities
- Health conscious
- Fashion conscious

## DOMESTIC ACHIEVERS



- Young married couples with children
- Reside in suburban neighborhoods
- Highest income of the four groups
- Predominantly White and Asian/Pacific Islanders
- Highly brand loyal
- Highly computer literate
- Health conscious

# Positioning

Based on our research findings and our target audience's lifestyle attributes, Velocity Communications has created a strategy that emphasizes the fun and sporty aspects of the Matrix while embracing the reliable and practical attributes associated with the Toyota brand. Combining these two images, Velocity Communications has developed the advertising tag line, "New Toy. Fun Twist."

Word selection for this tag line began with research. In the surveys we distributed to college students, a free-response section allowed respondents to provide key words for the commercials they viewed. Velocity Communications analyzed those key words and selected those that were associated with the most-liked commercials. Using these key words we drew conclusions about what our audience looks for in a car and what grabs their attention in a commercial.

It is clear that our audience wants to have fun, with words relating to enjoyment occurring in the survey responses. We knew that the tag line itself would have to communicate that this vehicle would make each trip an exciting experience. We also realized that our target audience members want something that reflects their diverse needs while still providing the reliability and quality of established brand names.

Customers prefer the "fun, sporty" feel of the Matrix and the quality, reliability and dependability of Toyota.

Our tag line combines the hallmarks of Toyota with the active attributes of the Matrix. It emphasizes that the Matrix is, above all, a Toyota carrying **solid brand reliability**. Our positioning also shows the Matrix in ways that reflect the diverse, active needs of our target audience.

The first half of the tag line communicates that a fresh vehicle is being introduced. The word "Toy" further suggests a fun, youthful product, and some audience members will recognize it as a play on the Toyota

name, further tying the Matrix to the dependable brand. "Fun Twist" portrays the exciting, new concepts and ideas that the Matrix vehicle embraces. Not only is the car grounded in a dependable name, but it is offering a new perspective. As a whole, the tag line conveys that the Matrix is a Toyota, but that the vehicle is also unique to the industry, bringing with it the **fun and exciting twist** that our young consumers seek.

## MESSAGE TESTING

Throughout the development of the creative campaign, Velocity Communications message tested "New Toy. Fun Twist." to ensure that it was compatible with the needs of the target audience and with the fun image of the Matrix. Two focus groups, each consisting of five female and five male college students, met with a Velocity Communications team and provided their reactions to the "New Toy. Fun Twist." message as well as other test messages. The plans for the creative campaign were not finalized until all members of both focus groups responded favorably to the brand message and to the print, television and web images.

## MUSIC

Though Toyota strives to reach a diverse audience, there is one interest all of its members share: music. Our decision to use slice-of-life advertising was made, in part, to increase the emotional impact of the commercials. This approach becomes even more powerful when it is coupled with effective music. Music is a powerful advertising tool, and audience members will be affected by the selections used in our television commercials.

To reinforce the multiple messages conveyed by our tag line, Velocity Communications carefully selected music to enhance each television commercial. Our music selections are diverse in style, just like our audience. We selected pieces that speak to many audience members, while still conveying the fun, sporty feel of the Matrix. The music will increase audience members' enjoyment of the commercials and guarantee that our advertising will not be soon forgotten.

# creative

The tag line, which runs throughout our creative plan, concisely captures our overall strategy. Many current Toyota owners will recognize the use of "Toy" as short for "Toyota," while non-Toyota owners will relate to the clever word-associations that are captured in the tag line. This messaging will create the trendy, sporty association that Toyota wants in order to attract new customers, while retaining current owners' loyalty.

## New Toy. Fun Twist.

### OBJECTIVES

- To create awareness among the target audience.
- To attract first-time buyers to the Matrix.
- To develop a plan that associates Toyota's image of reliability and safety with a sporty, fun experience.
- To appeal to a new generation of consumers without alienating loyal Toyota owners.

### KEY ELEMENTS OF THE CREATIVE STRATEGY

- To emphasize the many ways in which the Matrix will accommodate the diverse lifestyles of the active target audience.
- To establish the Matrix as a Toyota vehicle that offers unique options for younger drivers.
- To create a plan that is energetic yet compatible with Toyota's traditional image.
- To emphasize different selling points of the vehicle throughout the campaign.

### EXECUTION OF THE CREATIVE STRATEGY

Velocity Communications has developed a creative plan which has several components:

#### TRADITIONAL MEDIA

- Television commercials
- Magazine

#### NON-TRADITIONAL MEDIA

- Out-of-home advertising
- Direct mail
- On-line media

## TV Commercials

Velocity Communications has chosen to create slice-of-life commercials. Research has shown that our target audience members can best be reached when their own lifestyles are reflected in the media they view. This approach allows them to identify with the Matrix users in the ads and visualize how they can adapt the vehicle to fit their own needs.

Each of the four commercials will feature a 'fun twist' on the Matrix to emphasize the car's exciting appeal, while also portraying the reliability and practicality of the vehicle. Several commercials are aimed at multiple segments of our target audience in order to maximize effectiveness.

## "CONCERT PLUG" Audiences: Motivated Students and Aspiring Singles

The concert scene will resonate with the younger segments of the target audience. The crowd will be a diverse group of singles that reflects the demographics of the Motivated Students and Aspiring Singles. Viewers will relate the commercial's beach setting to the many recreational activities in which they regularly participate. The use of the plug emphasizes a unique feature of the Matrix that adapts to the lifestyles of our audience members.



:00 Hand plugs in a cord to an outlet and camera begins to move back, zoomed in closely to the cord.



:04 Camera reaches side of speakers, turns 90° to face side of speaker.



:06 Camera pans 90° out to crowd of diverse 20–30-year-olds. Band starts playing. **Music in:** Foo Fighters, "Have It All."



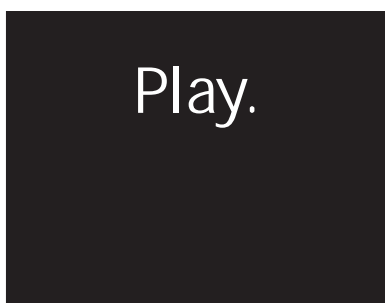
:09 Crowd shown enjoying music.



:13 Camera pans around to band playing on beach.



:19 Camera zooms out slowly to show speakers inside Matrix.



:24 Screen fades to black and "Play." fades in, remains for 1s, then fades out. Music continues.



:25 Toyota Matrix logo with tag line read by Jeff Goldblum. Music continues.



:28 Toyota Get the Feeling logo appears. Music continues.



**"MATRIX MAKEOVER"** Audiences: Aspiring Singles and Active Intellectuals

Many Aspiring Singles and Active Intellectuals are dating or engaged and will therefore relate to this commercial. A city setting has been employed because most of our audience lives in urban areas. The use of humor will convey the fun attitude of the Matrix, and the actors' casual attitudes about the woman's unusual makeover shows that this is something they do all the time—a routine way that they use the Matrix. Our audience will see that the Matrix is versatile and can fit their lifestyles in a variety of ways, while still emphasizing the fun uniqueness of the Matrix.



**:00** Boyfriend pulls up to apartment in black Matrix.



**:04** Girlfriend walks toward Matrix in stunning black dress with towel on head and shoes off.



**:07** Girlfriend enters Matrix, and boyfriend casually asks, "New Dress?".



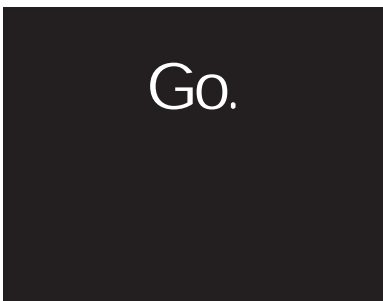
**:09** Matrix pulls away. We hear a blowdryer as he drives through city streets. **Music in:** Louie Prima, "That Old Black Magic."



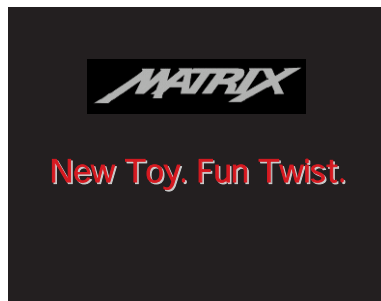
**:18** Girlfriend unplugs blowdryer. Music continues.



**:23** Matrix pulls up to restaurant and girlfriend emerges with flowing hair and perfect makeup. Music continues.



**:24** Screen fades to black and "Go." fades in, remains for 1s, then fades out. Music continues.



**:25** Toyota Matrix logo with tag line read by Jeff Goldblum. Music continues.



**:28** Toyota Get the Feeling logo appears. Music continues.

## "THE BIG QUESTION" Audience: Active Intellectuals

As 25–30-year-olds, this segment of our market is beginning to think about getting married and settling down. The commercial operates on the premise of a marriage proposal, but then uses the Matrix to achieve a fun and exciting twist. The couple already knows they're going to get a Matrix, but the big question for them is what color it should be. Their certainty over the vehicle suggests that the Matrix is a great purchase, while their discussion of the color and choice of red conveys the attitude that Toyota seeks to promote. The setting was carefully chosen from our research data, which shows that much of this segment lives in urban areas and has an interest in Asian culture and food.



:00 Camera zooms in to couple at sushi restaurant. Light music and conversation heard in background.



:04 Couple talks over dinner.  
B: I want to talk to you about something serious.  
G: I know, me too (leans forward attentively).



:09 B: I just think it's time to make it official (reaches for something out of sight).



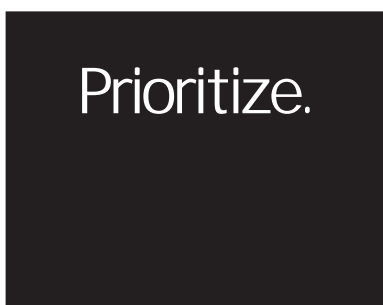
:10 G: (leaning in, still attentive).



:18 B: So I guess what I want to ask you is...(pulls out brochure) what color do you want to get?  
**Music in:** The Get Up Kids, "10 Minutes."



:23 G: (gasps excitedly) "Oh, let's get a red one!"



:24 Screen fades to black and "Prioritize." fades in, remains for 1s, then fades out. Music continues.



:25 Toyota Matrix logo with tag line read by Jeff Goldblum. Music continues.



:28 Toyota Get the Feeling logo appears. Music continues.



## "TOY CHEST" Audience: Domestic Achievers

This commercial targets the oldest segment of our target audience, a segment which has small children and is more likely to reside in a suburban house than in the city with the rest of the groups. The dad and daughter are young enough, however, that even spouses without children and singles thinking about children are able to relate to them. This spot showcases the practicality of the Matrix by featuring its cargo space, while surprising viewers with an unexpected and humorous ending. Again, the CUV is shown as fitting in to the day-to-day lifestyle and activities of our target audience.



:00 Dad and daughter stand next to the Matrix outside a toy store.



:03 Family shops up and down aisle for toys. Child looks dreamily up and down aisles. Background noise and voices.



:12 Dad and daughter toss toy in back of Matrix. Toy looks pathetically small inside the huge Matrix.



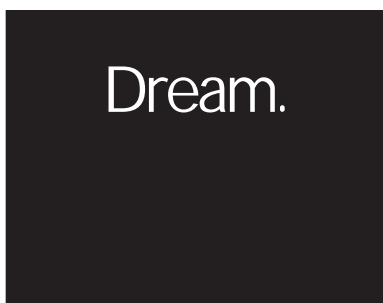
:15 Dad looks at daughter and says, "We can do better than this."



:18 Matrix drives away. **Music in:** Paul Simon, "Bernadette."



:20 Matrix arrives home. Cut to large toy inside Matrix and dad saying, "Your mom's gonna kill me!" Music continues.



:24 Screen fades to black and "Dream." fades in, remains for 1s, then fades out. Music continues.



:25 Toyota Matrix logo with tag line read by Jeff Goldblum. Music continues.



:28 Toyota Get the Feeling logo appears. Music continues.

## Print Media

Velocity Communications has created four print advertisements that relate to the themes of the television commercials. All print media features the tag line, which is reinforced through the design of the layout. In each advertisement, the Matrix is coupled with the relating action verb from the appropriate television commercial. The four advertisements are general enough that they can easily be adapted to newspaper and magazine ads, as well as billboards, bus wraps, train wraps, transit shelters and wallscape.

The print designs emphasize that the Matrix is both a trusted constant in an ever-changing world and also a vehicle that fits within the exciting environments that are illustrated. The backgrounds represent those places that the members of the target audience encounter in both their routine and recreational activities. A red Matrix is used in each advertisement to build consistency and to reinforce the fun, sporty feel of the Matrix. The strong verb presented in each of the advertisements reinforces the active character of the Matrix and ties the print media directly to the television campaign. Relating the print media directly to the television commercials helps to reinforce awareness within our target audience.

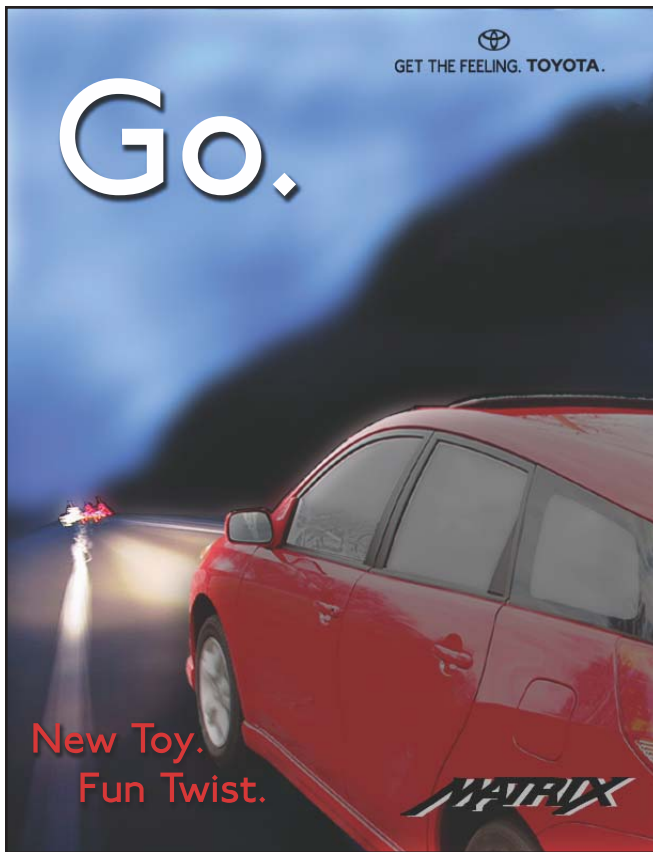
Strong action verb reinforces active, fun character of the Matrix and ties print to TV.

Toyota "Get the Feeling." tag line integrated in all print media.

Same tag line from TV spots used consistently in print ads.

Red Matrix used to create emotional impact

Matrix depicted in fun or relatable background for target audience.





## Out-of-Home Media

Heavy use of out-of-home media will allow high reach and frequency among targets in specialized, mostly urban, areas. The consistency of the designs will also help to increase awareness and frequency.

### BILLBOARDS



### TRANSIT SHELTERS



### BUS WRAPS



### WALLSCAPE



## Matrix Interactive CD

The Matrix Interactive CD will feature eight music tracks, as well as abundant information on the sporty vehicle. The music chosen offers a variety of styles that will appeal to the different target segments.

The eight music tracks will combine the four songs used in the Matrix commercials with four other tracks from a music label that appeals to our target market. The commercial tracks are an ideal choice because they will reinforce the commercial campaign and because Toyota will have the rights to use them.

The four remaining songs would feature up-and-coming artists from a single label that have the

potential to make it big. Once hired to produce the Matrix campaign, our team will thoroughly research the market with our target audience in mind and determine what labels they would enjoy. Along with the eight music tracks, the CD will contain a concise informational page about the Matrix with frequently asked questions and a link to the [toyotamatrix.com](http://toyotamatrix.com) website. The Matrix CD will be an entertaining and enlightening piece of media.

In addition to being available at Matrix events, the Interactive CDs will be a valuable direct mailing piece that will attract the attention of target audience members and give them a lasting reminder of the Matrix.



## On-line Media

Velocity Communications has placed a strong emphasis on online media as a valuable tool for reaching Toyota's target audience. Our PRIZM® research revealed that the target audience is highly computer literate, using the web for work and play.

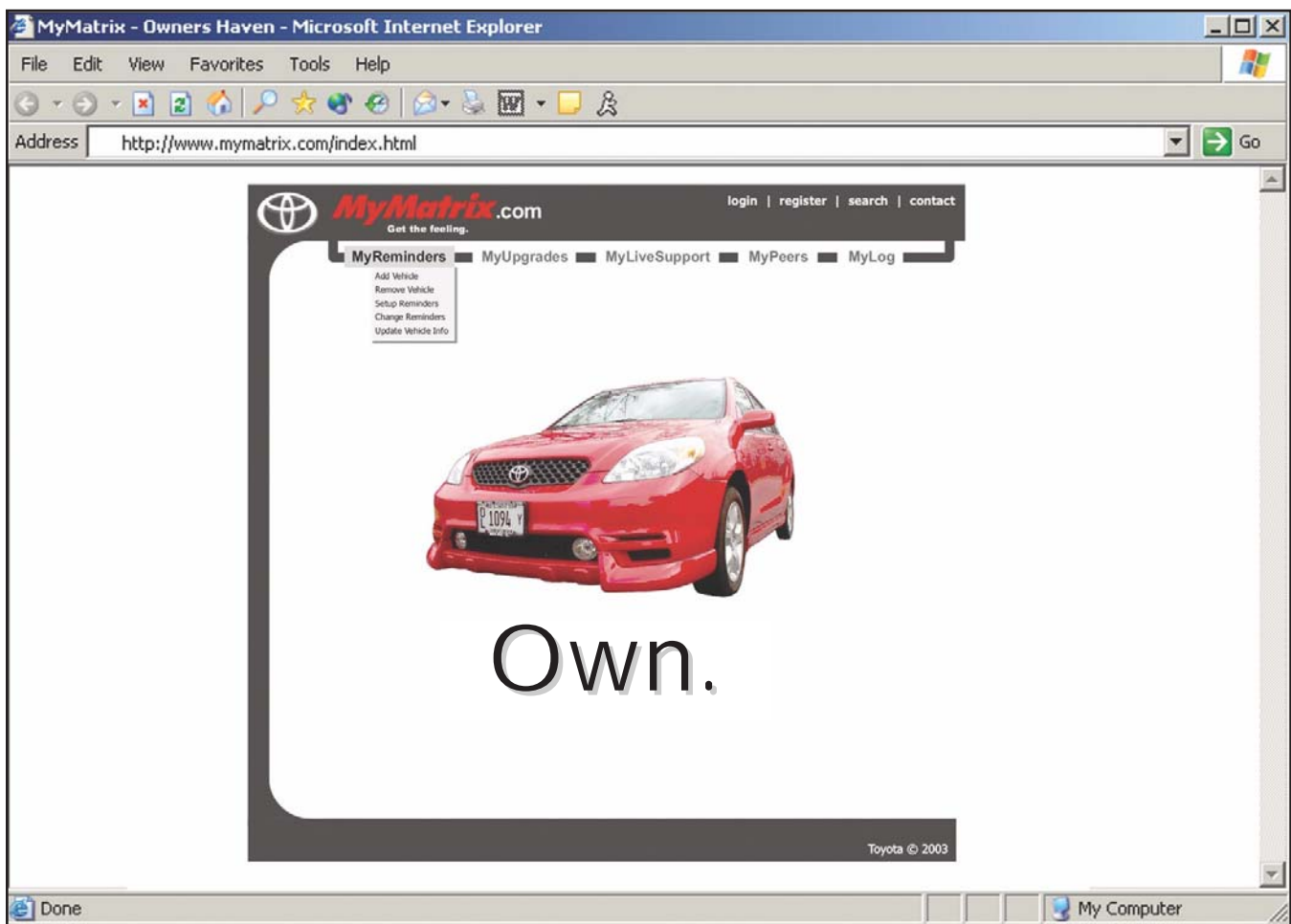
As we examined Toyota's on-line audiences, two distinct groups emerged: potential buyers and current owners (important because they help spread word-of-mouth advertising). Instead of grouping these audiences together, we have given each group the attention it deserves.

### MYMATRIX.COM

Mymatrix.com is a portal site. It has many different features, but it caters to current Matrix owners. Users will log on to this site and be prompted to create a user profile. After entering some basic demographic information, including zip code, a personalized site

will appear for each user. This personalized page will contain information on local Matrix Owners Clubs and customer education classes. Every Matrix will be registered at the point of purchase, and the Vehicle Identification Number will be linked automatically to the owner's name. When a Matrix owner logs into mymatrix.com, the proper VIN will appear in his or her account information, along with a service log containing vehicle service history. This will also remind users about upcoming vehicle maintenance, such as oil changes and tire rotations, and it will encourage owners to return to the site on a regular basis.

Visitors to mymatrix.com will also find chat forums moderated by Toyota employees. Matrix owners can log on and chat with other Matrix owners, sharing vital information. If a Matrix owner has a question that fellow Matrix owners are unable to answer, he or she can receive help from Toyota service specialists in the support section of mymatrix.com.





## TOYOTAMATRIX.COM

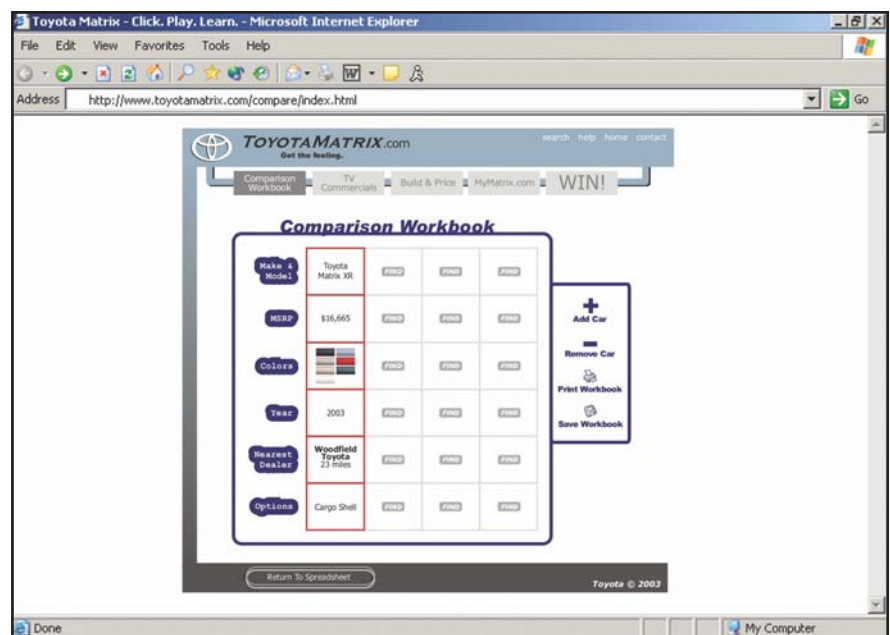
The toyotamatrix.com site takes a more general approach to increasing awareness. The purpose of this website coincides with the goal of the "New Toy. Fun Twist." campaign. This website will feature some traditional elements from the current Toyota site but will add some new and improved concepts.

Velocity Communications recommends that all new print and television advertising be placed on-line. Consumers browsing the site will see the same messages as those who encounter them elsewhere in their everyday lives.

There will be a Build-Your-Own Matrix section of the website, where interested customers can create their ideal vehicle. The current Toyota site has this feature, and Velocity Communications recognizes that it is an integral part of the site.

Another exciting feature on the new site is a question and answer forum, where visitors can ask questions about the Matrix. Toyota employees will moderate the site and answer questions in a timely manner.

Sure to capture the attention of site visitors is the new **Comparison Workbook**. This section of the site allows users to organize all of their research in one convenient spot: toyotamatrix.com. The important information on the Matrix will appear in the correct boxes. Then, the user can surf the web and gather information on other CUVs that he or she may want to compare to the Matrix. This will be a valuable feature for Toyota because the user is motivated to repeatedly return to the toyotamatrix.com site to enter his or her data. Visitors who wish to use the Comparison Workbook will be



asked to create a user name. They will also supply an e-mail address and some brief demographic information. This encounter will be the first step in a lifelong relationship with Toyota.



# pr & promotions

To establish and maintain a strong relationship with Toyota's target audience, Velocity Communications has developed effective promotions that increase Toyota's credibility with the public and bring heightened name awareness to the Matrix. We have developed a plan that integrates key components from our research findings, as well as the "New Toy. Fun Twist." concept. By interacting extensively with the community, media and Toyota employees, we will create lasting relationships that will firmly establish the name Toyota in all consumer households.

## OBJECTIVES

- To establish long lasting relationships with our target consumers.
- To raise awareness and excitement about the Toyota Matrix.
- To create the ultimate shopping experience for Matrix buyers.

## STRATEGIES

- To educate consumers about the many benefits and possibilities of the Toyota Matrix.
- To implement different types of special promotions and events to build excitement.
- To educate Toyota sales staff at Toyota dealerships about the Matrix.

## Public Relations

Through special events and promotions, Velocity Communications will educate consumers about the Matrix and raise awareness of the product. By creating events that engage the public, we will create personal relationships while triggering excitement about the innovative Matrix.

## SPONSORSHIP

For the promotional events, we propose that Toyota partner with Best Buy. PRIZM® revealed that all of our target segments are likely to buy electronic equipment. As a result, a partnership with Best Buy has great potential to raise awareness among all members of the target audience. In addition to reaching this group, the Best Buy tag line, "Turn on the Fun." will pair well with our own, "New Toy. Fun Twist." Like the Toyota Matrix, Best Buy combines enjoyment with smart shopping. Both companies speak to an educated, affluent audience while maintaining an image of youth and excitement. Just as the Toyota Matrix appeals to the young and "young at heart," Best Buy also seeks out the youth and "kids at heart." Developing cross-promotions between Best Buy and Toyota will produce many rewards and much exposure for both companies. These benefits are outlined in the promotions that follow.

## NATIONAL MATRIX CONTEST

A contest will be launched nationwide giving people the chance to win a free Toyota Matrix or Best Buy merchandise. Contestants will enter the competition by logging on to the Matrix website and submitting an electronic form with their personal and lifestyle information. Entries will be limited to one per person per day.

Displays will be set up at Best Buys across the country, reaching many members of our target audience. The contest will also be featured at all of Toyota's special events. Along with the exhibits, Toyota will run a tag at the end of Matrix commercials, featuring the competition and website information.

The displays set up at Best Buy will feature one of its computers, which will vary according to Best Buy's in-store promotions. An eye-catching exhibit embodying the "New Toy. Fun Twist." concept will be set up around the computer, drawing customer attention. The computer will display the Matrix website, allowing customers to enter the competition and learn more about the vehicle and Toyota.

To promote the co-sponsored contest, banner ads reading, "Win a Toyota Matrix or Best Buy gear," will run on search engines like Yahoo! as well as sites that our target audience members use to make informed decisions, like About and Askjeeves.



## COLLEGE CAMPUS TOURS

To target our younger audience members, Toyota will visit 100 colleges and universities throughout the nation. The schools will be determined later according to Toyota's specific demographic locations of its target audiences. Velocity Communications will use Toyota's customer records for data mining, pinpointing specific geographic regions and schools that have a high concentration of Toyota's target consumers. Before visiting each college, Toyota will post advertising around campus and mail informational flyers to students. We recommend that local Toyota dealerships run store tag lines in Matrix commercials letting specific areas know when the tour group will be visiting. Local dealerships that run a store tag line will be the featured dealer at the tour, driving more customers to their businesses.

Three different tents will be set up in a highly-trafficked area on the campus. Students will have the chance to sit in a Matrix located in our tent and check out its many features. The Matrix Interactive CD will play in the background and games such as Twister, Toyota Trivia and Matchbox Racing will be set up, enabling students to win Interactive CDs and other Toyota merchandise. Information bags including literature on the Matrix, phone numbers of local dealerships and pens with the website address on them would be handed out to students. Within our tent, the featured local dealer will set up a table featuring its business, enabling the dealer to draw future potential customers and interact personally with them.

Best Buy will tour with us as well and have its own tent and display set up near the Toyota tent. Toyota and Best Buy will promote their merchandise and engage the audience through games and activities, creating an impressive show and drawing many students to the event.

The main highlight of the campus tour will be the third tent containing contests sponsored by Toyota and Best Buy. The tent will feature a Toyota Matrix packed full of Best Buy merchandise, and students will be asked to guess the number of items in the car. Not only is this a fun way to interact with the audience and draw attention to the campus event, but it also shows the versatility and space capabilities of the Matrix, features that are highlighted throughout the plan.

Several winners will be awarded at each campus: one first-place, five second-place, and 10 third-place students. First-place winners will receive Best Buy merchandise, which can be determined by the company but might include a TV/DVD combo or a video game system. Second- and third-place winners will receive smaller packages of Best Buy and Toyota merchandise. First-place winners from each campus will then be entered into a larger drawing to take place at the very end of the campus tours. Two winners will be drawn: one to win a free Matrix, and the other to win all of the Best Buy merchandise that filled the campus car.

The campus tours are a great way to interact with the Motivated Students, an important segment of our larger target audience. This audience contains Toyota's future buyers and drawing their attention to the company now will help create loyal Toyota customers for life.

## AUTO SHOWS

Every year, thousands of people around the nation visit auto shows. Velocity Communications has incorporated its creative strategy into these events to leave yet another mark upon potential Matrix buyers. Attendees will have the chance to sit in and explore several Matrix on display. Different models and colors on display will allow each of our diverse audience members to see himself or herself in a Matrix. One Matrix will be elevated on a rotating platform visible from all angles. Several television screens near the display will feature the Matrix commercials, further reinforcing the “New Toy. Fun Twist.” tag line. Brochures, flyers and merchandise will be available for attendees. The display will also highlight the National Matrix Competition and allow people to enter at the show. In addition to playing the Matrix Interactive CD in the background, Toyota will also distribute copies to attendees.

## Long-Term Customer Relations

While it is important to grow and create initial awareness of the Toyota Matrix, it is also imperative to keep Toyota customers loyal. If good relationships are developed with current customers, they will continue buying Toyota vehicles and they will share their positive Toyota experiences with others, raising awareness through word-of-mouth. Matrix owners can take advantage of this cohesive package. Customers can develop lasting relationships with their dealerships and, more specifically, with Toyota. The Toyota experience does not end with the purchase of a vehicle—it is a relationship for life.

The Toyota experience does not end with the purchase of a vehicle—it is a relationship for life.

## MATRIX MAGAZINE

In order to create an active relationship with current Toyota Matrix customers, Velocity Communications recommends that Toyota launch the *Matrix Magazine*, which will be issued quarterly. Not only will this maintain contact with current owners, but it will also produce valuable feedback from Toyota owners through questionnaires and surveys inserted in the magazine.

The magazine will include articles ranging from suggestions on how to start a local Matrix Club to advice on how to effectively maintain the Matrix. Each issue can profile two or three Matrix owners, showing the innovative ways in which they use their vehicles. Articles will also feature Toyota promotions, highlight special events such as Toyota Motor Sports, and offer automotive coupons. As an insert, a questionnaire will allow customers to provide comments and suggestions about the magazine or Toyota in general. By selling advertising and finding sponsors such as Toyota Parts Divisions and other automotive companies that do not directly compete with us like Turtle Wax, the magazine's production costs will remain relatively low.

## MATRIX OWNER'S CLUB

While the magazine can feature articles on how to begin a local Matrix Owner's Club, we suggest that Toyota establish a National Owner's Club that will act as a base. The company will distribute club starter packets to all dealerships and serve as a headquarters to field any general questions or problems that businesses might have regarding owner's clubs. The national headquarters will also develop a database of clubs across the nation. This will allow members to access information about other clubs if they are relocating or if they want to organize regional events with fellow groups.

At the local level, dealerships will distribute the information provided by headquarters to all new Matrix owners. This information will help form cohesiveness among Matrix owners who can join an owner's club and in turn, help ensure their loyalty to the Toyota brand. The local dealerships could provide incentives for Matrix owners to form and join a club, such as offering discounts on automotive parts. Periodically, Toyota dealers can host events at their lots for Matrix Owner's Clubs to inform them of new promotions and pass along suggestions on how to improve the groups.

## TOYOTA 101

Dealerships throughout the country will host service clinics that will show people how to properly take care of their vehicles. Information packets regarding car maintenance and services will be provided to all stores and employees could host the informational sessions. Customers will be informed through their

local Matrix Owner's Club or dealership mailings. Again, this is another strategy that will help maintain the loyal customer base as well as bring awareness to non-Toyota owners through word-of-mouth.

## Employee Relations

To remain a successful company, Toyota must assist in the training of salespeople. As our research revealed, many mystery shoppers had poor experiences at dealerships because of the insufficient knowledge of many salespeople. While we are aware that Toyota initiated training at the launch of the Matrix, we feel it is important to reinforce this information, especially because of new employees that have entered the market. We also plan to expand upon the original plans to create a longer-lasting impact. This plan consists of two parts.

### MATRIX AWARENESS

First, employees need to be reintroduced to the concepts and features surrounding the Toyota Matrix, and informed about the new image campaign, "New Toy. Fun Twist." Toyota Sales Representatives, while visiting their assigned dealerships, will bring informational packets for all the employees. Salespeople will be urged to read and learn all the enclosed information since they will later be tested on this material, for which awards and prizes will be given. While there, the reps will also inform the store about the upcoming Walk-Around Competitions, which employees can participate in only after passing the written test.

Written tests over the Matrix information will be given to all salespeople. Those who pass will be eligible to participate in their store's walk-around and will also receive a special certificate of recognition. Those who score the highest from each store will receive an extra prize, such as a Matrix embroidered jacket.

These written exams will keep employee knowledge fresh and cause more excitement about the Matrix. This enthusiasm will show through when employees sell the Matrix at dealerships and will create a more positive experience for the customers.

### NATIONAL WALK-AROUND COMPETITION

When Toyota Sales Representatives visit dealerships to pass out the Matrix informational packet, they will schedule a date with the general manager for the store's Walk-Around Competition. They will return at this time, after written exams are complete, to help judge the contest. Only employees who pass the test will be allowed to participate in the competition.

The top three winners at each store walk-around will receive a recognition plaque while the first-place winner will proceed to the regional competition. Toyota Sales Representatives will continue to actively promote and participate as judges in these contests to ensure that employees remain involved and that information is provided to everyone. The top three regional winners will also receive plaques along with small prize packages, and the first-place contestant will then progress to the national Walk-Around Competition. Regional first-place winners will attend an all-expense paid Toyota conference with the National Walk-Around Competition as the culminating event. The winner of the national competition will win a Matrix and be featured in *Matrix Magazine* and Toyota's monthly newsletter.

## Media Relations

Communicating effectively with the media is one of the most important aspects of any promotions plan. If the media is not aware of Toyota's events, our target audience members will remain unaware. Plus, maintaining good media relations will generate free publicity for Toyota. Velocity Communications recommends the following:

- Send press releases to the local media for all Campus Tour, Walk-Around and National Matrix Competition winners. This would include campus news releases about winners of the campus tour prizes.
- Send press kits to the media about Toyota's National Walk-Around Competition. All kits will include a description of the events taking place, a description of the "New Toy. Fun Twist." concept, benefits and features of the Matrix, background information on Toyota, goals and purposes of the new campaign, the Matrix CD, photos, etc.

# media

Velocity Communications has designed a strategy that will communicate the “New Toy. Fun Twist.” concept to each of the target groups through a variety of media. The Motivated Students, Aspiring Singles, Active Intellectuals and Domestic Achievers are active in many settings, from college campuses to executive boardrooms to the Western ski slopes. The target groups are energetic and spread across the nation. The media strategy of Velocity Communications is no different. An aggressive campaign has been designed to actively pursue the target groups around the nation through a variety of media. Most importantly, all of the media will consistently reinforce the tag line, “New Toy. Fun Twist.”, to increase awareness of the Toyota Matrix.

## OBJECTIVES

- To increase the awareness of the Toyota Matrix by 5%, targeting 20–30-year-old potential buyers.
- To create an overall name awareness for the Toyota Matrix.
- To advertise the Toyota Matrix effectively to the target audience while maintaining the interest of loyal Toyota customers.

## EXECUTION OF THE MEDIA STRATEGY

- Velocity Communications will make use of traditional media in order to reach as many members of the target audience as possible in ways that are familiar to them.
- Non-traditional media will be used to reach specialized markets in creative ways.
- The “New Toy. Fun Twist.” tag line will be present throughout all forms of media.

## Traditional Media

### TELEVISION

Television commercials provide visual and audio stimulation that significantly contributes to the consumers’ awareness of the product. This medium also reaches large numbers of the target audience in a short amount of time. Using PRIZM®, Velocity Communications determined that the target audience most frequently watches the following television networks: ABC, CBS, NBC, FOX, CNN, Comedy Central and ESPN. Therefore, “New Toy. Fun Twist.” commercials will air on these networks.

### Air Times

The Motivated Students, Aspiring Singles, Active Intellectuals and Domestic Achievers are dedicated to their work and school commitments during the day.

## SUGGESTED AIR SLOTS

Based on National Nielsen Ratings for ages 18–34-year-olds from 9/23/02–2/25/03.

PROGRAM	NETWORK
1. <i>Joe Millionaire</i>	FOX
2. <i>Friends</i>	NBC
3. <i>American Idol</i> (Wed.)	FOX
4. <i>American Idol</i> (Tues.)	FOX
5. <i>Will &amp; Grace</i>	NBC
6. <i>E.R.</i>	NBC
7. <i>Scrubs</i>	NBC
8. <i>The Bachelor</i>	ABC
9. <i>Simpsons</i>	FOX
10. <i>The Bachelorette</i>	ABC



For this reason, our team determined that the most effective times to air the Matrix commercials are during the early morning hours as individuals prepare for work/school and later during the prime time hours. Research gathered from PRIZM® showed that the members of the target groups keep informed about national and world events. Therefore, commercials aired during early morning and prime time news broadcasts provide an excellent opportunity to increase awareness of the Matrix.

Though news broadcasts follow the same schedule throughout the year, prime time programming provides special opportunities to reach increased numbers of the target audience. The timeline is divided into four phases. Phase one, which lasts from September to November, presents new season episodes of the target audience's most popular programs. During this phase, Velocity Communications will begin its television campaign. The campaign will run strong during these months, will be reduced during phase two and will return to phase one frequency during the third phase, when networks again present new episodes.

### Pulsing Strategy

As the campaign begins in phase one, Velocity Communications will purchase pulsing packages from NBC and FOX. The pulsing ad schedule is the most efficient way for the Matrix to reach its target market and will be the most cost-effective. During the prime time hours, one "New Toy. Fun Twist." commercial will air during each of the top 10 shows that the Nielsen Rating system determines to be the most popular for the 18–34-year-old age bracket. NBC and Fox were chosen because the spring 2003 Nielsen ratings showed that 8 of the top 10 prime time programs aired on these networks. Although there is a high cost for airing commercials during these programs, Velocity Communications is confident that these commercials will be an integral tool for increasing the awareness of the Matrix. The "New Toy. Fun Twist." campaign will fit appropriately with these programs, which are primarily sitcoms and reality shows.

During the low levels of the schedule, a minimum of 125 GRP per week are recommended. This level is estimated to achieve a minimum frequency of 2–5 viewings in the demographic of adults aged 18–34. A minimum rating of 5.0 in this demographic will be used when selecting television programs in which to air the Toyota commercials.

During the strong levels of the schedule, a minimum of 200 GRP are recommended for the demographic of

adults aged 18–34, which will achieve an estimated frequency of 4–7 for this group.

### Completing the Campaign

The remaining networks, ABC, CBS, ESPN, CNN and Comedy Central will air the commercials with less frequency, but with greater consistency. "New Toy. Fun Twist." commercials will only appear on these stations once a week. They will air at 8:00 A.M. and 5:00 P.M. on alternating days of the week throughout each quarter.

### MAGAZINES

The magazine medium is useful because it allows Velocity Communications to reach a large number of individuals through specialized sources. Most readers obtain magazines through yearly subscriptions. For this reason, they are likely to see the "New Toy. Fun Twist." advertisements on a regular basis.

Velocity Communications once again used PRIZM® to determine which magazines are read most frequently by members of the target audience. Based on these findings, advertisements for the Matrix will be placed in the following publications: *Sports Illustrated*, *U.S. News & World Report*, *Shape*, *Rolling Stone*, *PC Magazine*, *Vanity Fair*, *Essence*, *Kiplinger's Personal Finance*, *Tennis*, *Spin* and *Ski*. In addition to appealing to both males and females, these magazines cover a wide variety of interests that relate to members of the target segments. The magazine campaign consists of four print ads that will be placed in these magazines during phases one and three.

## SUGGESTED MAGAZINES

Magazines identified through PRIZM® analysis. Impressions based on AdAge.com circulation data for six-month period ending 12/31/02 with assumed average impression of three readers for each magazine in circulation

MAGAZINE	CIRCULATION	IMPRESSIONS
<i>Sports Illustrated</i>	3,245,940	9,737,820
<i>U.S. News &amp; World Report</i>	2,032,285	6,096,858
<i>Shape</i>	1,643,815	4,931,448
<i>Rolling Stone</i>	1,272,739	3,818,217
<i>PC Magazine</i>	1,230,600	3,691,800
<i>Vanity Fair</i>	1,131,144	3,393,432
<i>Essence</i>	1,061,681	3,185,043
<i>Kiplinger's Personal Finance</i>	1,024,868	3,074,604
<i>Tennis</i>	714,316	2,142,948
<i>Spin</i>	537,096	1,611,288
<i>Ski</i>	455,793	1,367,379

# Non-traditional Media

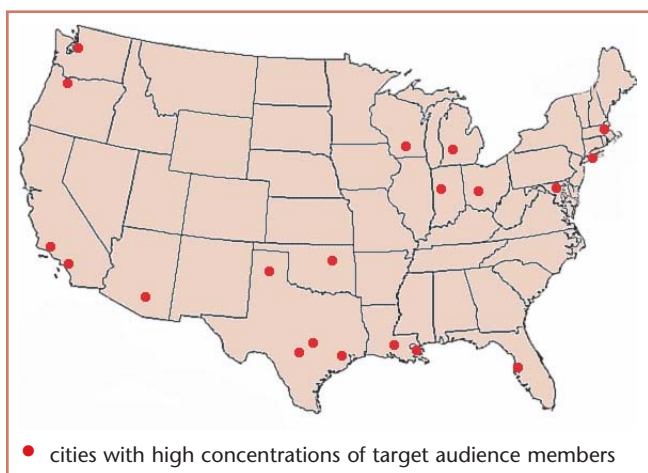
## OUT-OF-HOME ADVERTISING

Out-of-home advertising will be extremely effective in this campaign because members of the target audience will see Matrix advertising during their recreational activities as well as their work day. The commute for many potential Matrix owners can take over two hours, which is longer than some of them will spend watching television at night. To create a well-connected integrated marketing message for the Matrix, our out-of-home advertising will contain the same copy and design that is used in our print media.

We have chosen a total of 20 cities to take part in the out-of-home advertising campaign: Seattle, Portland, Santa Barbara, Los Angeles, Tucson, Amarillo, Austin, San Antonio, Houston, Lafayette, Baton Rouge, New Orleans, Tampa, Baltimore, New York, Boston, Columbus, Lansing, Tulsa and Madison. These cities were chosen based on information from PRIZM®. The analysis showed these 20 areas to be highly populated by members of our four target groups. Therefore, out-of-home advertising placed in these cities is likely to directly reach our target audience on a day-to-day basis.

Velocity Communications recommends using billboards, bus wraps, train wraps, transit shelters and wallscapes as effective ways to reach our target audience. These full-color advertisements will be placed in heavily-trafficked areas of the cities identified through PRIZM®.

## AUDIENCE CLUSTER AREAS



## DIRECT MAIL

Velocity Communications has chosen direct mail as an effective way to reach our target audience members. We will use Toyota's customer records for data mining, pinpointing specific geographic regions that have a high concentration of Toyota's target consumers. Based on this data, we will mail the Matrix Interactive CD to approximately 1.5 million households across the United States. Breaking through the clutter of ordinary mail, the CD will impact audience members on a personal level and leave them with a tangible reminder of the Matrix. The eight music tracks will reinforce the exciting feel of the Matrix while allowing computer users to conveniently access [toyotamatrix.com](http://toyotamatrix.com) for more details.

## ON-LINE MEDIA

Velocity Communications has placed strong emphasis on on-line media. PRIZM® revealed that members of our target audience frequently turn to the Internet for research, recreation and communicating with others. We will take a three-pronged approach to the web.

### Websites

Members of the target audience are committed to making informed decisions, and they like to investigate all of their options. By providing information in an interactive manner, [toyotamatrix.com](http://toyotamatrix.com) will meet their demands and effectively raise awareness of the Matrix. Current owners will benefit from [mymatrix.com](http://mymatrix.com), which allows them to track vehicle maintenance and facilitates dialogue with Toyota and other Matrix owners. The personalized feel of [mymatrix.com](http://mymatrix.com) will help Toyota form stronger, individualized bonds with its customers.

### Banner Ads

To promote Toyota's national contest with Best Buy, banner ads will link to [toyotamatrix.com](http://toyotamatrix.com), where consumers can learn more about the Matrix and enter the contest. Potential hosting sites include Yahoo!, About, AskJeeves and others that audience members are likely to consult during their research.

### Search Engines

Velocity Communications will have [toyotamatrix.com](http://toyotamatrix.com) appear as one of the top 10 results when certain keywords are searched on sites like Yahoo!, Google and MSN. These keywords will include "Matrix," "Toyota," "hatchback" and "CUV." This approach will increase awareness both within the target audience and with car buyers as a whole.



# MATRIX MEDIA PLAN

	PHASE 1			PHASE 2			PHASE 3			PHASE 4		
	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG
<b>TRADITIONAL MEDIA</b>												
NETWORK TV												
NBC												
FOX												
ABC												
CBS												
CABLE TV												
MAGAZINE												
<b>NON-TRADITIONAL MEDIA</b>												
OUT-OF-HOME												
DIRECT MAIL												
ON-LINE MEDIA												
Websites												
Banner ads												
Search engines												
<b>CUSTOMER RELATIONS</b>												
NATIONAL CONTEST												
CAMPUS TOURS												
AUTO SHOWS												
MATRIX MAGAZINE												
OWNER'S CLUBS												
<b>EMPLOYEE RELATIONS</b>												
WRITTEN EXAMS												
WALK-AROUNDS												
Dealerships												
Regional												
National												

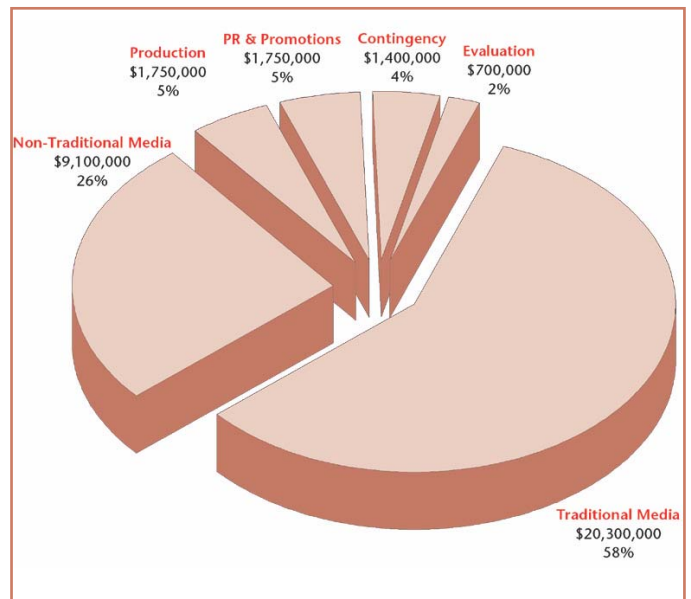
● program launch/event date

# budget & evaluation

	AMOUNT	%
<b>TRADITIONAL MEDIA</b>	<b>\$20,300,000</b>	<b>58%</b>
TELEVISION	\$14,000,000	40%
MAGAZINE	\$6,300,000	18%
<b>NON-TRADITIONAL MEDIA</b>	<b>\$9,100,000</b>	<b>26%</b>
OUTDOOR MEDIA	\$3,500,000	10%
Billboards	\$2,800,000	8%
Transit media	\$350,000	1%
Other out-of-home	\$350,000	1%
DIRECT MAIL	\$1,750,000	5%
ON-LINE ADVERTISING	\$3,850,000	11%
Websites	\$700,000	2%
Banner Ads	\$2,450,000	7%
Search Engines	\$700,000	2%
<b>PRODUCTION</b>	<b>\$1,750,000</b>	<b>5%</b>
<b>PR &amp; PROMOTIONS</b>	<b>\$1,750,000</b>	<b>5%</b>
NATIONAL CONTEST	\$250,000	0.7%
CAMPUS TOURS	\$805,000	2.3%
MATRIX MAGAZINE	\$105,000	0.3%
AUTO SHOWS	\$245,000	0.7%
EXAMS & WALK-AROUNDS	\$245,000	0.7%
CONSUMER CLASSES	\$105,000	0.3%
<b>CONTINGENCY</b>	<b>\$1,400,000</b>	<b>4%</b>
<b>EVALUATION</b>	<b>\$700,000</b>	<b>2%</b>
<b>TOTAL</b>	<b>\$35,000,00</b>	

The budget reflects planning based on our current research but is flexible based on the continuous evaluation techniques proposed by Velocity Communications. This ability to measure and adjust media planning based on effectiveness is a strength of Velocity Communications.

## CAMPAIGN BUDGET



## Evaluation

Velocity Communications understands that evaluation does not occur at the conclusion of an advertising campaign; rather, it is present from the initial stages, and allows the strategy to be successfully adapted to the needs of the audience. Both quantitative and qualitative data will be collected at the end of each quarter of the campaign. All evaluation measures will be related to the goal of increasing awareness of the Toyota Matrix by 5% within the 20–30-year-old sports wagon intender because this is the primary objective of the “New Toy. Fun Twist.” campaign. Many procedures will be implemented, however, to gauge general attitudes toward the Toyota Matrix and to determine if the desired fun, sporty image is being conveyed successfully to both consumers and sellers of the Matrix.

### QUANTITATIVE MEASURES

#### Allison Fisher Research and Consultancy

The benchmark data provided by Allison Fisher demonstrated a 29% brand awareness among sport wagon intender. At the end of each quarter, Velocity Communications will commission this trusted research firm to repeat the data gathering procedure in order to determine if brand awareness is increasing within the target market nationwide. Adjustments will be made to the strategic plan based on the quarterly findings. Velocity Communications will also use these results to create further objectives that will lead to a progressive, proactive campaign that ensures the long-term success of the Matrix.

#### Purchase Data

Velocity Communications will carefully monitor the number of Matrix being sold each quarter and will make adjustments to the advertising strategy as necessary. In addition, each person who inquires about the Matrix at a dealership will be asked to fill out a brief survey indicating how he or she heard about the Matrix. Each person will also be asked to provide very basic demographic information so that he or she can be classified as a member of one of the market segments. Finally, Velocity Communications

will review all customer satisfaction information provided by Matrix purchasers to continually respond to consumer needs. This dedication to customer satisfaction will ensure that word of mouth advertising occurs effectively through satisfied owners.

#### Internal Communications Review

At the conclusion of each quarter, Toyota dealers will be sent surveys asking about their experience with internal Matrix communication. They will be asked if these communications have provided useful information, and they will also have the opportunity to indicate what communications should be continued or revised.

#### Workbook Monitoring

Velocity Communications will monitor Comparison Workbooks on [toyotamatrix.com](http://toyotamatrix.com) to which Toyota has access. Users’ demographic information (provided during registration), paired with their competitor selections, will help Toyota identify its strongest threats in the market.

### QUALITATIVE MEASURES

#### External Communications Review

In addition to evaluating the effectiveness of all media sent out by Toyota, Velocity Communications will carefully monitor all media coverage of the Matrix by outside sources such as JD Powers, Consumer Reports, general news coverage and automotive-related Internet discussion boards. Because the CUV market is still new, Velocity Communications will also monitor media response to the market as a whole. Strategic adjustments will be made to respond appropriately to all external communications.

### PLAN OBJECTIVE

Velocity Communications will constantly compare the results of these evaluative steps with the objective of increasing awareness of the Matrix by 5%. Our team is confident that the “New Toy. Fun Twist.” campaign will allow this objective to be met successfully, but is also prepared to adjust any communication to meet the needs of the target audience.



# campaign summary

Velocity Communications thoroughly researched Toyota's target audience and segmented it carefully to uncover key motivations and interests of its members. Our findings revealed that consumers seek a reliable car that also embraces fun, youthful qualities. They want it to embody their own practical, yet active lifestyle. "New Toy. Fun Twist." captures this concept, strongly tying Toyota's heritage to the Matrix's unique attributes.

Velocity Communications will reach Toyota's target audience using traditional media such as television and print advertisements, as well as non-traditional media, including out-of-home, direct mail and on-line advertising. Through extensive research, we have targeted specific geographic areas that contain large numbers of our segmented audience members. This approach enabled us to craft a plan that will expose Toyota's target audience to the Matrix and will consistently reinforce our "New Toy. Fun Twist." concept.

Along with reaching the public on a large scale, Velocity Communications realizes the importance of establishing personal relationships with consumers and current Toyota owners. We've recommended a public relations and promotions plan that allows Toyota to reach both groups. By hosting nationwide promotions and events, Toyota can personally interact with its target audience and raise excitement about the Matrix. Toyota will also maintain a loyal customer base by continuing to communicate with Matrix owners through local dealership programs and by assisting in effective salesperson training.

Toyota has established itself as a dependable and reliable company, driven to constantly improve the high quality standards it has set. In responding to Toyota's needs, Velocity Communications has mirrored these standards, creating a campaign that will realize Toyota's vision for the Matrix.