

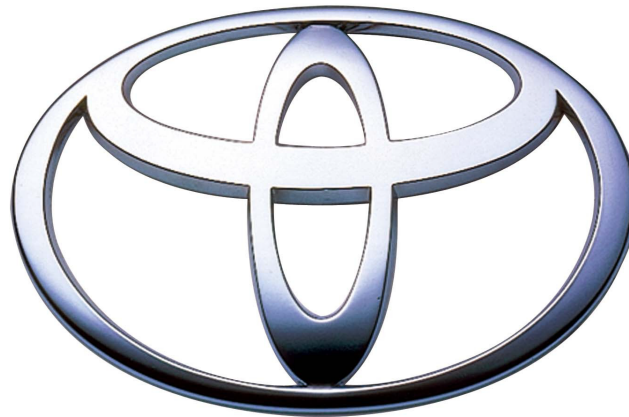


Bring Life With You...



James Richardson
Lynn Kong
Sarah White
Dezerie Jemmott
Dara Lyons

COMS 489-001



Toyota Matrix

Encore Inc.

Lynn Kong
James Richardson
Dezerie Jemmott
Dara Lyons
Sarah White

Dr. Terri Cornwell
Liberty University
COMS 489-001

Acknowledgements:
Oak Ridge Toyota,
Lynchburg, Virginia

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Mission Statement

At Encore! Inc. our mission is to provide our family members (clients) with the best management in exposure, ideas, suggestions and solutions. We also strive to consistently move upward in our quality of work. The measurement of our success will be determined by our ability to exceed the expectations of the family. We are committed to focusing all our possible resources to the development of the success of each individual venture.



Employees and Job Titles

Lynn Kong
Account Manager and Copy Editor

James Richardson
Account Manager and Copy Editor

Dezerie Jemmott
Publisher, Graphic Designer, Mission Statement Development

Dara Lyons
Graphic Designer and Creative Expertise

Sarah White
Publisher, Plans Book Development



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Bring Life With You...



Executive Summary

Amidst many automakers, the legacy of Toyota shines through. Toyota is in a class of its own due to its strong brand of reliability and affordability. Amongst an emerging market of CUVs (Cross-Over Utility Vehicles), our goal at Encore Inc. is to market the brand-new 2008 Toyota Matrix CUV, by setting it apart from its competitors and building on the brand that is Toyota.

Encore Inc. has done detailed research in analyzing the strengths and weaknesses of Toyota. Encore Inc. will be utilizing all information found to market the strengths to the consumers of the Toyota Matrix.

We have identified our target market to be those that are in the 20-30 year-old range, concentrating on college students and graduate students. We have chosen the campaign tagline, "Bring Life with You," as we feel that this embodies the spirit of the consumer as well as the spirit of the Toyota Matrix.

Encore Inc. understands the needs of the target audience. Due to the fickle nature and unresponsiveness to ads by this age group, we have channeled our creative strategy to seeing how the Toyota Matrix can play a role in this consumer group's lives. Both traditional and non-traditional means of media have been employed. However, we have strong emphasis on non-traditional media such as placing web banners, pop-up ads, and interactive games on popular websites to capture the interest of our target market.

Our comprehensive campaign entails a budget of \$33,223,000 dollars. This amount is broken down in our budget. The dollars will be going towards marketing the vehicle as well as towards conducting primary and secondary research as well as all public relations and advertising expenses.

So fasten your seatbelts as you embark on our journey to "Bring Life with You!"

Situation Analysis

A. Company Analysis

The story of the Toyota starts with Kiichiro Toyoda, the son of the Founder of Toyoda Automatic Loom. Toyoda Automatic Loom, a Japanese machine-making company, devoted a division of its company to Kiichiro. In 1936 when he successfully completed the A1 prototype vehicle the Toyota Motor Co. was established. This vehicle sparked the beginning of a path that led Toyota to becoming one of today's top automotive sales companies.

Throughout the development years of Toyota, the company's purpose and style continued to change. During the Pacific War, Toyota committed its assembly to the Imperial Army, mostly making simple military trucks that would be beneficial and practical to the war.

In the 1950s Toyota Motor Sales Co., USA was established in Hollywood, California with auto salesmen trying to sell the pricey Toyopet Crown to Americans. This was made official on October 31, 1957.

Because of the differences in road conditions between Japan and the US selling the Toyopet Crown in the United States was unsuccessful. TMS was soon able to set itself up as an importer that allowed the number of Toyota dealers to rise to 45 by the end of 1958. By the end of the year, Toyota not only saw increases in the number of U.S. dealerships, but it also grabbed the 33rd spot in the import market.

This quick and successful start for Toyota allowed them to lead into an even greater future. In the 1970s during the gas shortages, Toyota started to really make a name for itself. When American consumers realized that driving Toyota's smaller vehicles were more economical and more fuel-efficient, sales took off. By 1972 the one-millionth vehicle in the U.S. was sold, topping Volkswagen, and making Toyota the number one importer of passenger cars.

Continuing on its amazing success rate, after reaching the five million mark in 1981, Toyota moved from its main location in Hollywood to Torrance, California. Also during this time, the manufacturing of Toyotas came to the U.S. To do so, Toyota partnered with General Motors in Fremont, California. In efforts to keep on growing, a manufacturing plant was then established in Kentucky. Then on the verge of a new decade, in 1989, the company launched the luxury line of cars, Lexus. Lexus was able to create a new standard for luxury cars. In doing so, Toyota was able to exceed their goal by selling 60,000 units within its first year.



Throughout the 90s and into the twenty-first century, Toyota has been consistent in reaching and exceeding standards for the automotive industry. Toyota has taken the lead on the environmental front by manufacturing the Toyota Prius, the first Toyota Hybrid. Toyota has proven itself to be a company that cannot be stopped.

In 2003 Toyota came out with the Matrix. It was introduced in February of 2002 and was a crossover of the sport utility vehicle (SUV), combined with the style and fun of a sports coupe. It was a very spacious car, but was small enough for those not wanting a big car.

The Matrix was designed in the Calt Design Studio in Newport Beach, California. People called this new vehicle “street performance utility.” This car had rounded contours to create strong, flowing character lines. The three-window side profile gave the Matrix driver great visibility. The interior of the Matrix was very sporty, as well as the exterior. Toyota came out with three models of the Matrix. There is the standard, XR, and XRS.

In 2004, some new features were introduced to the Matrix. There were two new exterior colors which were Phantom Gray, and Super Yellow. That year the Desert Sand color was discontinued. Also, in 2005, there were some minor changes made. In 2006, the Matrix stayed the same. There was one main change made available in the 2006 Matrix: JBL premium AM/FM stereo with in-dash 6-disc changer for XR models.



Consumer Analysis

We are analyzing the 20-30 year college students, both male and female, who are looking for a more spacious vehicle with a low cost of maintenance. The reliability of the Toyota brand establishes tremendous brand equity with consumers because, of the vehicles durability and long life. Within our secondary research we have found that consumers are familiar with the Toyota brand and believe they could afford a vehicle in the \$14,000-15,000 range. Therefore, it is extremely important to raise awareness to the audience.

Based upon our primary research, we are aware that there is interest in recreational activities as stated on Edmunds.com “Anyone born after 1980 is undoubtedly into sports and the outdoors and insists upon the ability to transport every bike, board and kayak in or on his vehicle at all times.” The Toyota Matrix provides the space to transport these items with ease. Most young people enjoy activities and would enjoy the extra room the Matrix provides, at an affordable cost.



Market Analysis

The manufacturing of the Toyota Matrix brought a new term to light for those in the automotive industry. That term is, “CUV,” or to break it down, Cross-Over Utility Vehicle. With the emergence of CUVs in the market, many other automakers rushed to put their own stamp on this type of vehicle.

As a part of the Toyota family, the Toyota Matrix offers what is consistent with all of the cars that Toyota manufactures. The Matrix offers to consumers an affordable, economic, and extremely reliable car. Because of this, the equity behind this brand conjures up a strength for the car. What would be seen as a major weakness would be the look of the car, which lacks style, and the cheap interior. The aesthetics of the car needs to be considered as it can turn off potential buyers.



Product Analysis

The Matrix is offered in two trim levels offering many standard features and options to fit an array of customers. The Trim levels are the Matrix Base model and the Matrix XR. Both come equipped with a 1.8L 4 cylinder engine producing 126 HP and 122 lb./ft of torque. The Matrix comes standard with 16 in. wheels with the option of 17 in for better handling. Both trims come standard as a Five-speed manual transmission and can be upgraded to an automatic. Beyond this the XR offers amenities such as a JBL 6 disc CD changer with seven speakers, fabric rear door trim, color keyed accents, and integrated fog lamps.

Both trim levels have packages such as the XR Value Package which includes 16 in. alloy wheels, power tilt/slide moon roof with sunshade, cruise control, integrated fog lamps, and color keyed front and rear underbody spoilers. These packages allow consumers a better value with out having to pay full retail for these luxuries.

Beyond that consumers may purchase accessories for the Matrix either at the time of sale or at a later date at any Toyota dealership. Such accessories are doorsill enhancements, front-end mask, TRD sport muffler, shift knob by OBX Racing, sport pedals by OBX Racing, Xtreme cargo mats. These among other accessories allow consumers to customize the Toyota Matrix any way they would like.

Competitive Analysis

The market that the Toyota Matrix competes in is becoming increasingly fragmented and more difficult to define. What Toyota did when it introduced the Matrix was to innovate a new design wherein the spaciousness of an SUV was combined with the handling, fuel economy, and comfort of a car. Names for this type of vehicle have been listed as Cross-Over-Utility-Vehicle (Wikipedia.org) or Sport Wagon (kbb.com). Toyota's idea, in order to reach a younger market, was to brand these vehicles as "cooler" and trendier than the typical, boring station wagon.

Since the conception of the Matrix in 2003, other automakers have been set to compete with, or at least have followed, Toyota's "sport wagon" design to some degree.

From the Daimler-Chrysler Corporation, two models stand out as competition. First is the Chrysler PT Cruiser, with similar size characteristics and engine choices to the Matrix (kbb.com). Second is the recently-introduced Dodge Neon replacement, the Caliber.

Daimler-Chrysler is the resulting merger of Chrysler and Daimler Benz. Chrysler is often viewed as one of the "big three" American automakers, and is currently struggling to maintain market share in the U.S (Wikipedia.org).

General Motors has recently introduced the HHR model to its Chevrolet division. The HRR is a retro-looking vehicle that recalls Chevy Suburban styling of a bygone era. It probably competes more directly with the retro-looking Chrysler PT Cruiser, but for the purpose of this analysis, we will consider the HHR as valid competition since it has similar power, size, and weight figures to the Matrix (kbb.com).

General Motors, as an organization, is currently the world's number-one automaker (Wikipedia.org); however, many predict this will change as Toyota is rapidly approaching this landmark.

The Subaru Outback wagon may be considered competition; however, it has some key distinctions. While the Outback sits on a raised suspension that is similar to the Matrix, Subaru's advertising generally positions the Outback as more tough and rugged, with some limited off-road abilities. The Outback can also be customized with many comfort and convenience features, has all wheel drive standard, and has an optional turbo-charged engine (kbb.com). These features alone set it apart from the Matrix in more ways than one, namely in price. One can expect to pay over \$25,000 for a new Outback, while a new Matrix costs nearly \$8000 less (kbb.com). While not direct competition, the Outback does have potential to be competition for the Matrix, depending on how much the consumer can be persuaded to spend or not to spend.

Subaru is owned by Japanese automaker Fuji Heavy Industries. Both Toyota and General Motors have/had financial interests in Subaru (Wikipedia.org).

The Korean automaker Kia, has also recently launched a vehicle into this vibrant market under the model name Rondo. The Rondo is somewhat larger, and more powerful than the Matrix, all while costing less (kbb.com).

Kia may continue to have negative brand-equity in the minds of many consumers due to the fact that Korean cars often have a lower-quality stigma attached. However, Hyundai Motors, a respectable Korean automaker, has purchased Kia in recent years and is steadily turning the brand around (Wikipedia.org). If quality continues to improve and prices stay low, Kia will offer brands such as Toyota increased competition.

Many compact cars, such as the Suzuki Aerio hatchback, Ford Focus hatchback, and the Mazda 3 hatchback may also be considered competition. These vehicles sit lower, are styled differently, and do not have the SUV-likeness of the Matrix. However, with many similar engine and price characteristics, they should also be deemed as competition.

Additional competition may be found from an emerging market segment of sub-compact vehicles. Namely, the Honda Fit is a viable competitor because of its five-door (hatchback) design, fuel economy, and generous interior dimensions. Other offerings from this segment include Nissan's Versa and Toyota's own Yaris. However, vehicles in this segment are frequently offered as sedans, three-door hatchbacks, and five-door hatchbacks, making many of these models significantly different from the Matrix. While not direct in-class competition, this emerging segment needs to be watched, because many consumers could probably be swayed to purchase these somewhat-smaller vehicles considering the level of comfort, style, value, and economy they offer.



Finally, some of the biggest competition to the Matrix comes straight from the Toyota family itself. The Matrix is also sold under the name Pontiac Vibe. Built at New United Motors (a joint effort between GM and Toyota) in Fremont, California (Wikipedia.org), the Vibe shares a power train and many interior components with the Matrix. The exterior skin is different, but any consumer that has done his homework knows that this is a Matrix underneath, and generally costs a few hundred dollars less (kbb.com). In 2003, Toyota also introduced its Scion nameplate. It is similar to the Lexus division in that Scion is positioned as its own brand under the Toyota umbrella. Scion's xA and xB models sport similar exterior characteristics, such as a raised suspension, and an SUV-essence to their styling. Scion models are also car-based, and feature generous interior space, due to their hatchback-only design. However, the Scions share a significantly-less-powerful engine than the Matrix, but the power is a tradeoff for better fuel economy. Scions are targeted toward an audience that it is similar to the one Encore! is targeting the Matrix toward. The several-thousand-dollar price difference between the cheaper Scion, and the more expensive Matrix may be enough to sway consumers, hence making Scion a viable competitor.

With all of this said, the automotive industry is a very pliable, dynamic, and fiercely competitive field. The lines among classes of vehicles are blurring more and more all the time as new types of crossover vehicles are constantly emerging and as automakers continue to pour billions of dollars into innovative new product lines. American automakers facing uncertain fiscal times, while many foreign brands soar, seems to be the norm as of late. Many automakers own interests in each other, or have working relationships, further adding to the pandemonium in the industry. Defining the competition becomes more challenging as more vehicles sport similar characteristics, yet with key distinctions. The things that set the Matrix apart from the crowd, and what kinds of opportunities there are for it in the marketplace, are covered in much greater detail in the SWOT analysis/brand audit.



SWOT Analysis/Brand Audit

Strengths

As a company, Toyota has a lot of strengths. Clearly it has taken much hard work, and a successful business model to get the company to where it is today. According to an article titled “Why Toyota is Afraid of Being Number One” in Business Week Online, Toyota has a 17.4% retail market share in the United States. Factor in the company’s strong brand equity, and you see that Toyota is a great corporate success story, especially considering its humble beginnings. Toyota is now, in fact, predicted to overtake General Motors as the number-one auto manufacturer worldwide sometime during 2007 (Wikipedia.org).

When related to the Matrix brand, the vehicle has some distinct strengths of its own. First is simply the fact that it is a Toyota. All the brand equity and goodwill that comes with the Toyota nameplate is automatically transferred to the Matrix in a sort of “halo effect.” Add in the reasonable price tag on the Matrix, its spacious interior, practicality, reliability, and fuel economy, and you have yourself a very strong competitor in today’s auto market.

The Matrix stands a head above other cars—literally. Its wheelbase is taller than most competing vehicles, and it has an aura of SUV about it, yet is still a car at its heart. This distinction puts the Matrix almost in a class of its own, and more importantly, offers a possible unique selling proposition (USP).

Weaknesses

Quality control has been an issue for Toyota recently. According to “Why Toyota is Afraid of Being Number One,” there have been a series of recalls by the company that have hurt its credibility a bit.

Tying that in with the Matrix lineup, it has been observed on Edmunds.com user reviews that one of the prominent concerns of Matrix owners has, in fact, been the overall quality of the vehicles. Mechanical reliability has been excellent; however, interior quality has been viewed as “plasticity” and below-par in some areas. While subjective in nature, there is liable to be differences of opinion about interior quality from consumer to consumer. However, this area was one of the more common complaints observed in Edmunds user reviews.

An additional complaint frequently voiced by consumers on Edmunds.com is the Matrix’s lack of engine horsepower. A brief comparison of horsepower figures between the Matrix and competing vehicles (kbb.com) revealed that indeed, the Matrix has less horsepower than most of its rivals.

Finally, crash test ratings for the Matrix have also been lower than those of some competitors (kbb.com).

Opportunities

Toyota has plenty of opportunities in today's market for the Matrix. Fuel prices are constantly in flux, but one thing remains constant: it does not look like gas will ever be \$1.50 per gallon again. Higher fuel prices have spiked an interest in smaller, more efficient cars. However, many Americans love their gas-guzzling SUVs. The Matrix, being a cross-over of a car and SUV, definitely has the opportunity to capitalize on current fuel prices while still delivering SUV-lovers the space and higher-ride of their adored sport utilities.

Global warming is also a mainstream issue right now, and as such, the Matrix's efficient, relatively clean-burning four-cylinder engine can also be positioned as a "greener" alternative to SUVs. Plus, Toyota also manufactures the lauded Prius hybrid. Brand association, with Toyota positioned as an already environmentally-conscious company, is another key opportunity.

Finally, if one observes the parking lots at college campuses, it is not hard to see many students are into modifying and personalizing their vehicles. From loud exhausts, to scorching paint schemes, to body kits and wings, "pimping" (from the popular MTV show, Pimp My Ride) one's automobile is a hot trend right now among younger generations. Toyota is already positioning the Matrix, especially the XR trim, as a customizable ride, with plenty of factory accessories available as options. Continuing to ride this trend is a definite opportunity for the Matrix.

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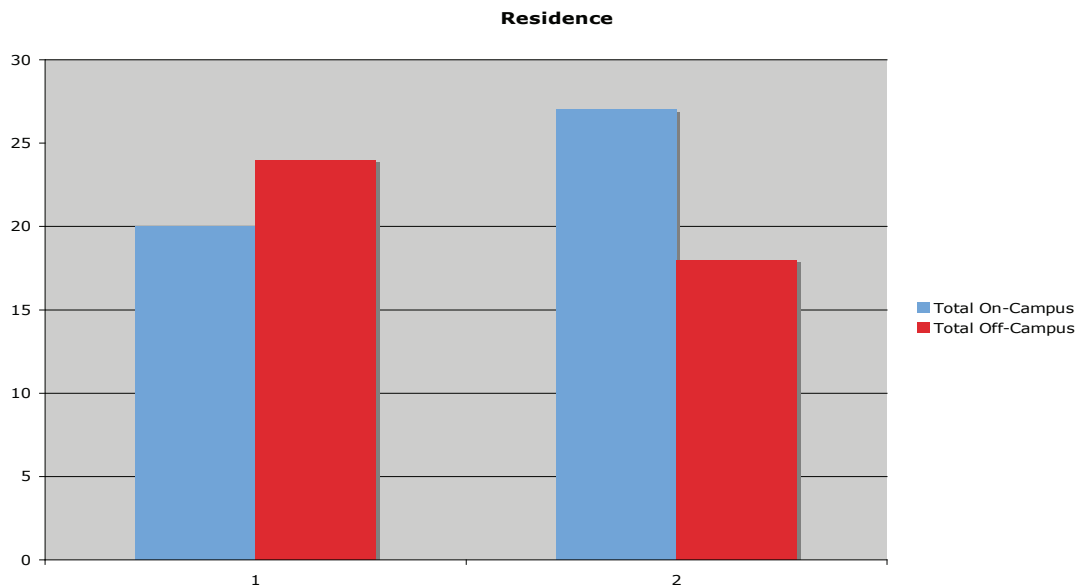
Threats

Looking back to that previously referenced Business Week Online article, it is discovered that Toyota has only an **11%** market share in the Midwestern U.S., when one is to segment the nation geographically. The reason for this comes largely from Toyota's heritage. Toyota is a Japanese company, and despite huge inroads into the domestic market, it is still Japan-based. For this very reason, many Americans see purchasing a foreign car as an unpatriotic thing to do. Take into account the fact that Toyota is positioned to unseat GM as the number one auto manufacturer, and it makes Toyota appear to be a big bully. The bully affect is further expounded upon by the fact that not only GM, but all of Detroit's Big Three automakers (GM, Ford, and Chrysler) are hurting fiscally right now. According to that same Business Week Online article, Toyota is well aware of this and is attempting to establish goodwill with Americans in order to convince them otherwise about the company's image.

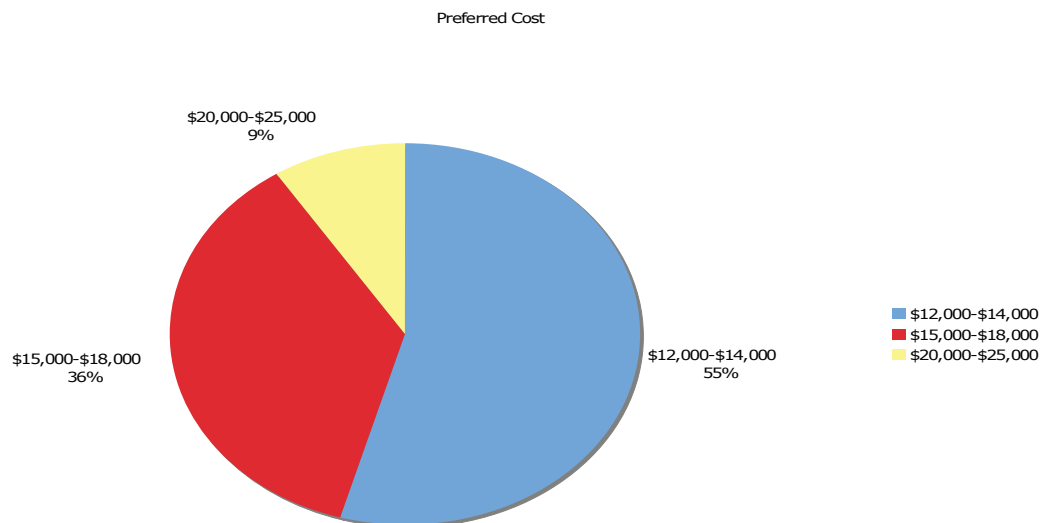
Another threat is the increasing popularity of this market segment, often called Cross-over Utility Vehicles (CUVs) or Sport Wagons (on kbb.com). There is more competition in this market than ever before, and the lines are becoming increasingly blurred. Many manufacturers are offering cars in this class that are very similar in terms of price, horsepower, safety, and convenience features. What defines a CUV is becoming increasingly complex, as some are clearly cars, while others appear to be more like small SUVs. As the lines continue to blur in this segment, it may become a threat to the Matrix as developing a niche and USP becomes harder to achieve.

Target Market

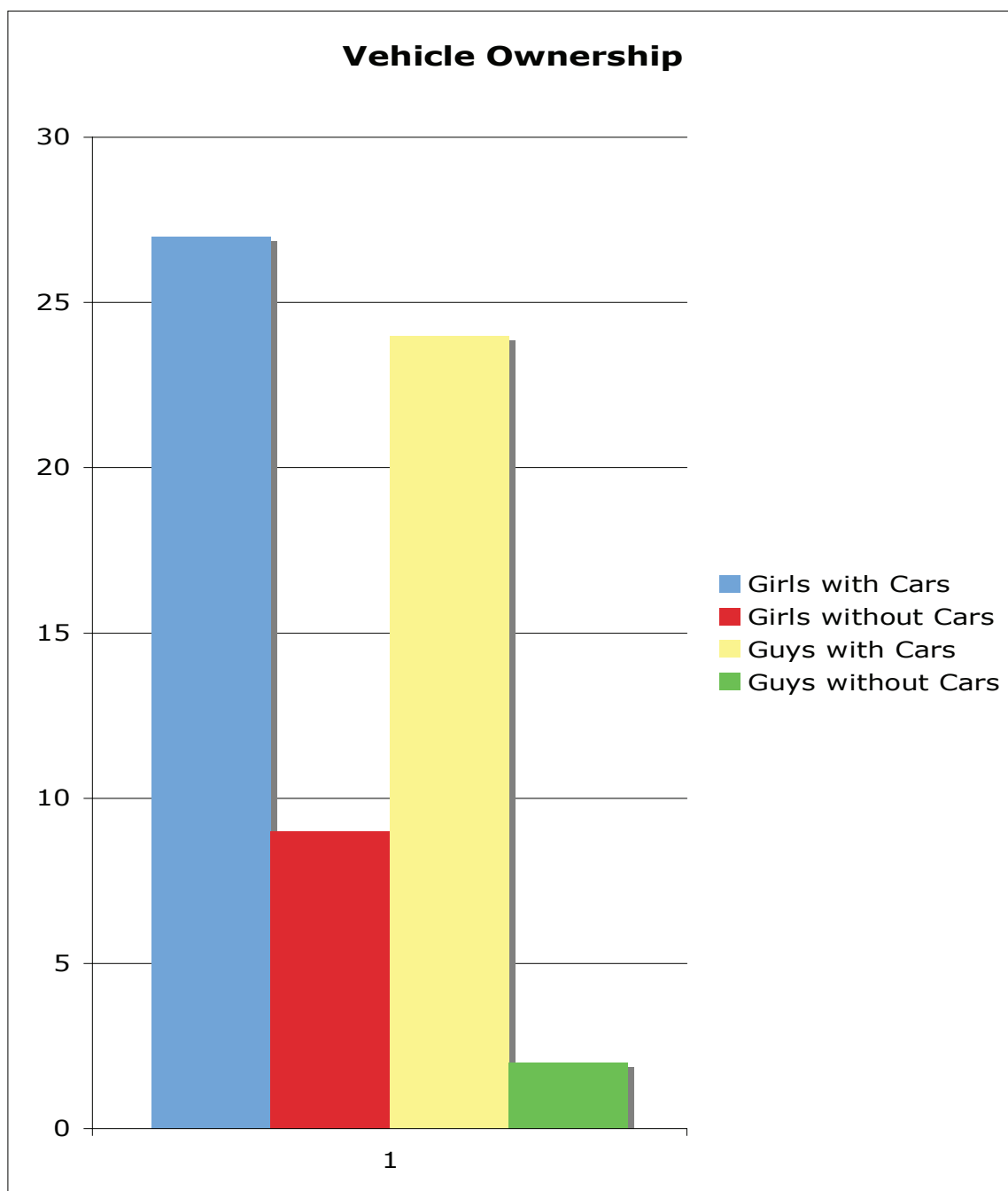
According to our investigation we surveyed 90 individuals on a college campus, approximately 45 for both male and female. Through our survey we discovered that 30% of males and 20% of females reside “On-Campus”, this produced a higher result of non-vehicle owners. This can be compared to commuter students, whom are 20% of male and 27% of female, who are “Off-Campus”.



We found that over half of the students would like to buy a car in the \$12,000-14,000 range. One surveyed student commented, “It is impossible to even buy a new car for under \$20,000.” We found this to be humorous. 36% of our surveyed students would like to prefer the cost of a vehicle to be in the \$15,000-18,000 price range.



In conclusion, we found that highest percent of car ownership was amongst females.



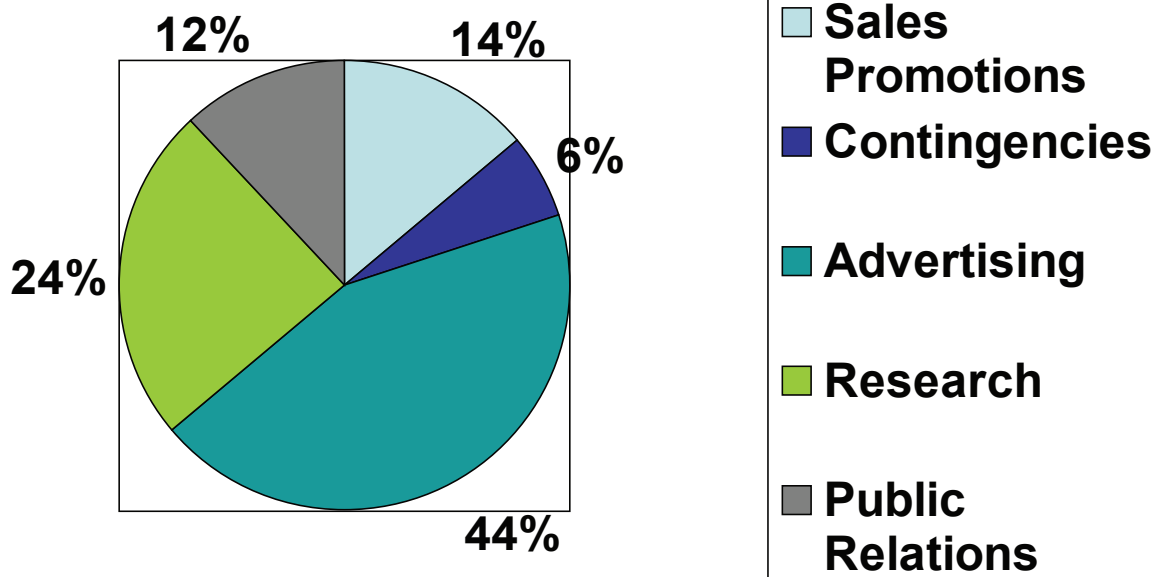
Budget

The budget for the Toyota Matrix, “Bring Life with You,” campaign includes traditional and non-traditional advertising methods, contingencies, sale promotions, public relations, research, and advertising. Below, is a breakdown of the expenditures, both in percentage and dollar forms.

Table A (rounded to nearest dollar)

Expenditure	Dollar Amount	Percentage Amount
Advertising	\$14,623,000	44%
Research	\$ 8,000,000	24%
Public Relations	\$ 4,000,000	12%
Sale Promotions	\$ 4,600,000	14%
Contingencies	\$ 2,000,000	6%
TOTAL	\$33,223,000	100%

Pie Chart





Advertising

We included both traditional and non-traditional advertising methods as a part of the campaign. Our traditional methods include: television, radio, newspapers, and magazines. Our non-traditional methods include: billboards, web banners, popular websites, and search engines. Below is a table that shows how the dollars are allocated.

Table B (rounded to nearest dollar)

Venue	Dollars Allocated
Magazines (yearly contract) <ul style="list-style-type: none">➤ People – \$268,000➤ US Weekly -- \$156,000➤ Sports Illustrated -- \$175,000	\$599,000
Newspapers	\$960,000
College Radio	\$465,000
Television	\$5,000,000
Billboards	\$3,600,000
Internet Ads	\$4,000,000
TOTAL	\$14,624,000

Sale Promotions

We have chosen three different promotional events that will take place every fourth month. The first four months includes a contest, where students on 20 different college campuses in the 20 major metro cities, can enter to win a brand new fully loaded 2008 Toyota Matrix, with a total of 20 cars to be given away, one for each campus drawing. The next promotion will be for Rebates. For the first 100,000 Toyota Matrix buyers, \$2,000 will be rebated by the manufacturer. The third promotion involves coupons. These coupons will detail how a prospective buyer can take \$1,000 off the purchase of a new Toyota Matrix simply by test driving by a certain date and by filling out a survey on their likes and dislikes. Below is a table showing how the funds are allocated.

Table C

Sale Promotions	Dollars Allocated
Contests	\$600,000
Rebates	\$2,000,000
Coupons	\$2,000,000
TOTAL	\$4,600,000



Creative and Media Strategy: Toyota Matrix

Objective:

“This is your story. This is your life...Bring Life With You.” Encore will be designing a creative and media strategy that will focus on the “power of the idea,” which will capture the interest of a person’s individuality and independence. Our strategy will show how the Toyota Matrix is the necessary choice for our target market.



Creative Strategy

The Creative Target Market:

We will be targeting the 20 to 30 year-old college students and active college age students.

Research:

A focus group was conducted consisting of 7 people that represented our target market. In this focus group, we found that the average college student is involved in extra-curricular activities requiring a means of storage for their equipment, (i.e.: golf, army, hockey, etc.)

Creative Objectives:

- 1) We want to establish a positive, mental position in the minds of our target in regards to the Toyota Matrix.**
- 2) We want to create awareness with the features of the Toyota Matrix when our target thinks of the practicality of any vehicle in a consumer decision.**

Strategy:

Focal point: "Bring Life with You"

Positioning: The Toyota Matrix is a practical vehicle for our target market. This vehicle will simplify a consumer's needs in life by allowing ample space and storage, as well as mileage, to get consumers to where they need to be, regardless of activity.

- Musician - putting drum set in car, with amp. "I am expressive."**
- Sports Jock - Football, Hockey, Lacrosse. "I am vigorous."**
- Army—"I am fearless."**
- Geek—"I am smart."**

Big Unifying Idea: "Bring life with you: This is your story. This is your life." The Matrix will allow you the maximum amount of space along with the luxury of driving a trendy vehicle.



Media Strategy

Target Audience:

We will be targeting the 20 to 30 year-old college students and active college age students. The target market's passion for extra-curricular activities makes them the perfect customer for the Toyota Matrix.

Research:

According to the focus group regarding affective advertising, our target market is not responsive to advertisements outside of their normal everyday routines. They are however, responsive to advertisement that relate to their personality and allows interaction, i.e. internet pop-up games.

Media Classes:

For the launching of the Toyota Matrix campaign there will be specific media used.

Newspapers:

Using newspapers will allow us to influence our target marketing in the information that we want to expose. Using a newspaper will build creditability and add value to our product.

- College Newspaper Advertisements
- Marquee Signs holding newspapers.
- Local and national newspapers.

TV Commercials:

Using television commercials will allow us to demonstrate and evoke all the features, benefits, offers, emotions and practicality that is a part of the package in regards to owning the Toyota Matrix. In essence, we are using these images to, "Bring Life with You."

Magazines:

Using this type of media will give our consumers a tangible account that will offer information about the product using attractiveness, elegance and style. Our magazine advertisements will be placed in the top 20 metro areas.



Billboards:

Using billboards in particular cities will increase the awareness of the Toyota Matrix. It will also offer exposure at or near a point of purchase. Some of the locations will be as followed:

- **Richmond, VA**
- **Philadelphia, PA**
- **Chicago, IL**
- **Atlanta, GA**
- **Washington D.C.**
- **Lynchburg, VA**
- **Boston, MA**

Internet:

Using the Internet will allow us to make our target market aware of the Toyota Matrix. The Internet is a powerful tool in the Information Age, and as more and more research shows, more people are getting their news, facts, and resources, from this means of communication. The many social networking sites available on the Internet also allow for maximum exposure on sites such as Facebook and Myspace. The internet also allows our target audience to research more about the Toyota Matrix at their own leisure. We plan on running several types of advertisements by utilizing the power of the Internet. These tools are:

- **Banners**
- **Pop-Up Ads**
- **Interactive Games**



Sale Promotions

We will be running a series of promotions on a rolling four month plan. We have chosen three different promotional events that will take place every fourth month. The first four months includes a contest, where students on 20 different college campuses in the top 20 major metro cities, can enter to win a brand new fully loaded 2008 Toyota Matrix, with a total of 20 cars to be given away, one for each campus drawing. The next promotion will be for Rebates. For the first 100,000 Toyota Matrix buyers, \$2,000 will be rebated by the manufacturer. The third promotion involves coupons. These coupons will detail how a prospective buyer can take \$1,000 off the purchase of a new Toyota Matrix simply by test driving by a certain date and by filling out a survey on their likes and dislikes. The timing of these promotions plays an integral role in getting the awareness of the Toyota Matrix out. The first four months details contest entries for the first few months of our target audience's college life. The second promotion is designed to carry on the excitement of owning a Toyota Matrix by giving those who did not win, a chance to own one at a cost that is \$2,000 less than sticker price. Lastly, our third promotion gives one last chance to own a Matrix at an amazing deal.

Bring Life With You	Client	Toyota Matrix	Title	Bring Life With You
	Spot	30 Seconds	Music	All American Rejects--"Night Drive"

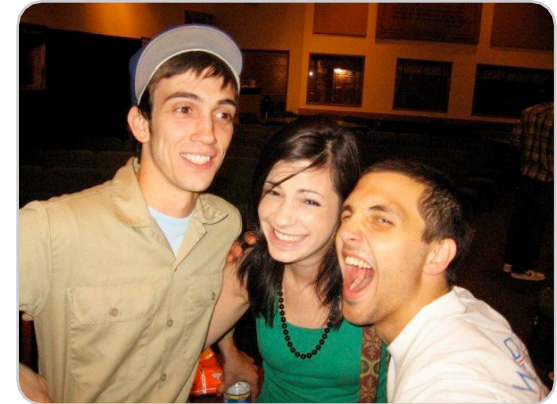


Shot 1: This is my story. This is my life.

Music Playing: All American Rejects--
"Night Drive"



Shot 2: This is me. Hiiii.



Shot 3: This is me and my boys.



Shot 4: This is me and my dog.



Shot 5: This is me driving.



Shot 6: This is my car. I love my car.
Toyota Matrix--"Bring Life With You!"

Toyota Matrix	Client	Toyota	Title	"Bring Life With You"
	Spot	30-Second TV Spot	Job #	123456



Shot 1: Driving. "This is your story. This is your life."



Shot 2: I am bold.



Shot 3: I am adventurous.



Shot 4: I am artistic.



Shot 5: I am empowered.



Shot 6: "Bring Life With You." Car Driving Away.

what is the answer to a study break?

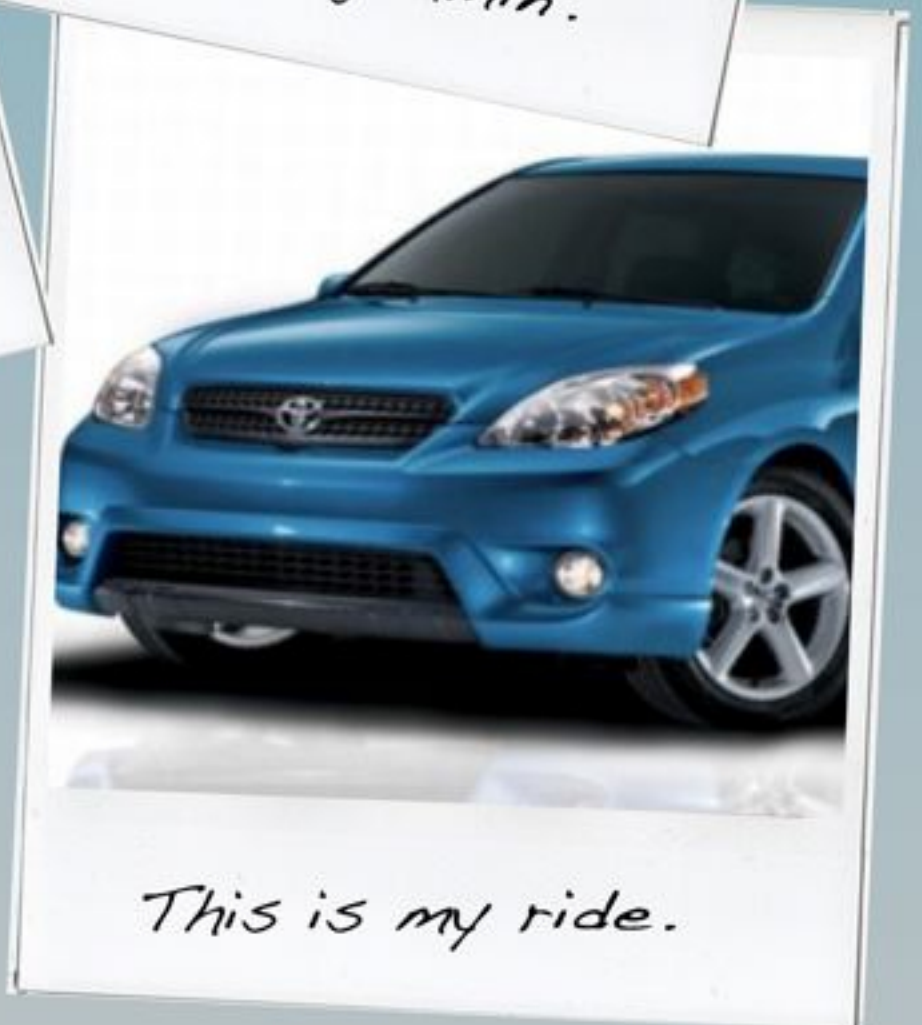
...Road trip!



Bring Life With You

 **TOYOTA** *MATRIX*

**THIS IS MY STORY
THIS IS MY LIFE**

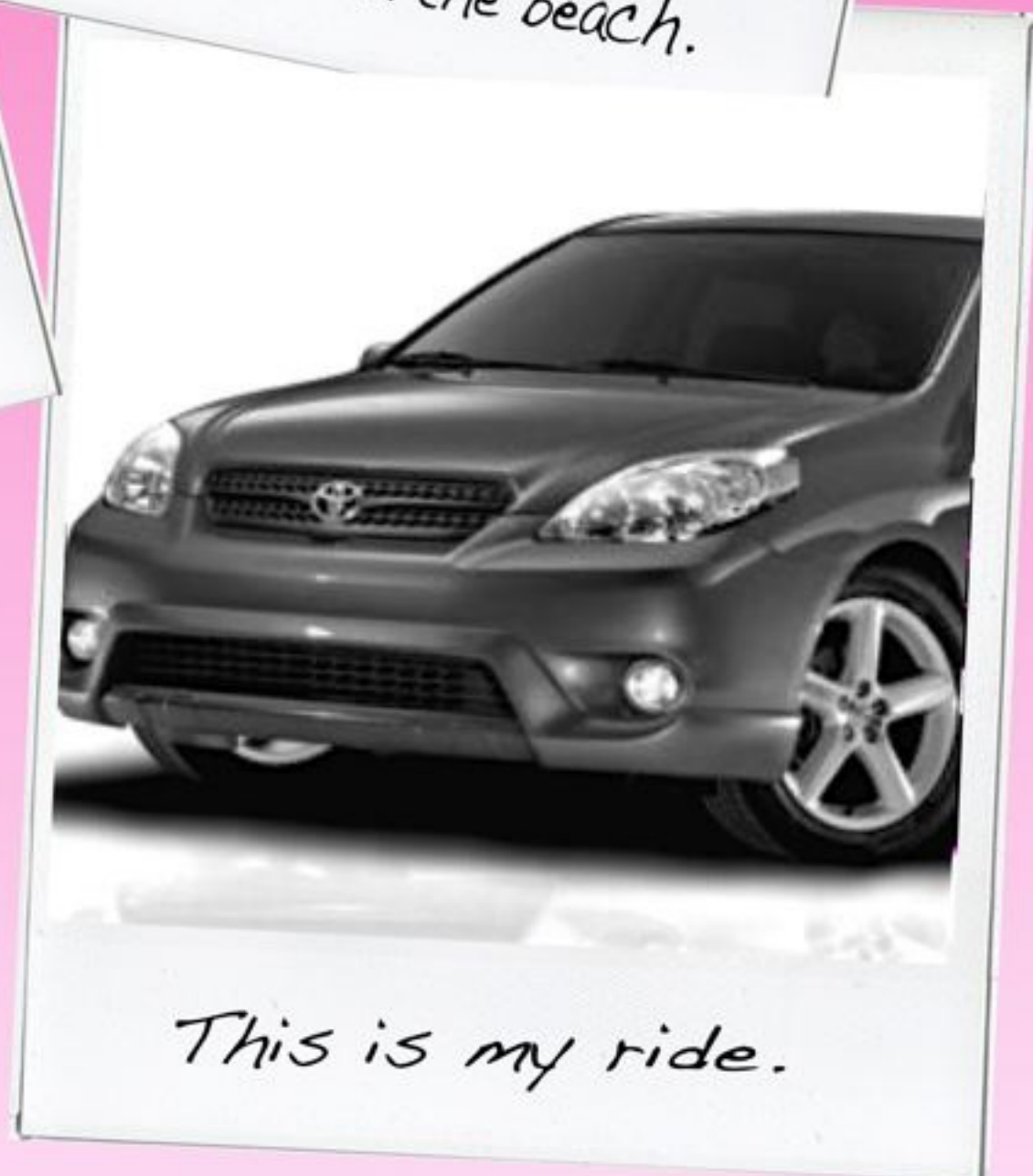
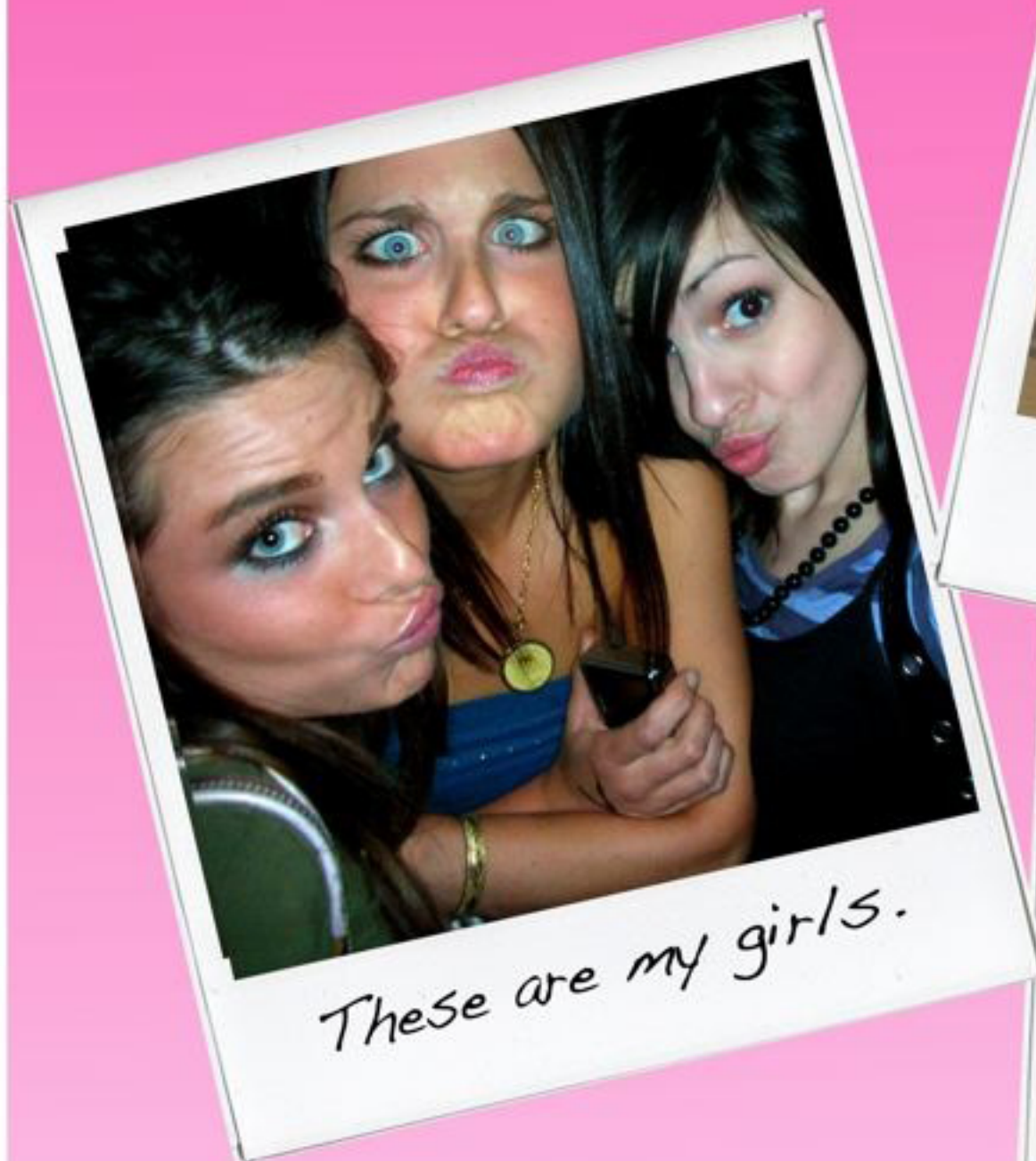


BRING LIFE WITH YOU.



MATRIX

**THIS IS MY STORY
THIS IS MY LIFE**



BRING LIFE WITH YOU.



MATRIX



Bring Life With You



Exit 23, Turn Right ***MATRIX***



Evaluation

Pre-Testing and Copy Testing

A focus group was held prior to developing the creative strategy for this campaign. Some specific feedback given by respondents includes:

- **Interactive ads are desirable**
- **Print ads need to break through “everyday-routine” ad clutter**
- **Red cars in automotive ads strike them cliché and undesirable**

These ideas were at the top of our minds as we developed the copy, graphics, media, etc. that drives the “This is your story; This is your life; Bring life with you” advertising campaign for the Matrix.



Concurrent Testing

An automotive-based sale has a simple, defined point of purchase, that being the dealership. This attribute alone gives a straightforward and effective place in which to begin evaluation.

Prior to the launch of the campaign, salespeople and managers at Toyota dealerships within our East Coast region will be briefed in the new advertising campaign for the Matrix and its objectives. Salespeople will be instructed to carefully observe the demographics of customers that come in to inquire about the Matrix. In the hard-sell techniques frequently employed by auto salespeople, it is generally procedure to get the prospect to sit down and talk or possibly get involved in trial use (in this case, test driving a Matrix). In response to prospective Matrix customers, sales staff will be instructed to react depending upon the unique situation each customer presents:

- The interested customer speaks to a salesperson, but then loses interest, refuses to sit down and talk, etc.**
- The salesperson is to return to his desk, and using a form provided on the Toyota Intranet, record the sex and an age estimate of the prospect, plus any other information that may have been gleaned from their brief contact with them.**
- The prospect sits down and discusses the Matrix, test drives one, etc.**
- At this point, a mutual relationship is being established between prospect and salesperson. The salesperson is to request the customer to take a brief online survey (through Toyota's Intranet). The survey will include questions regarding age, sex, education status, hobbies / interests, and what prompted the dealership visit. The dealership visit inquiry will include choices corresponding to the appropriate ads that have been a part of this campaign. The ubiquitous "other" option with a blank will also be featured. While popcorn and/or beverages are standard fare for all prospects at most Toyota dealerships, a small reward will need to be offered in order to entice the prospective customer to complete the survey.**



– A prospective customer purchases a Matrix.

– In this case, the dealership will more-than-likely get further personal information about the customer than is even applicable to this evaluation. Unless the customer pays cash (and what college-age student can do that?), they will be financing their new vehicle purchase. Financing requires disclosure of social security number, and vast amounts of other personal data. Another form will be provided on the Intranet that the salesperson is to fill out about the purchaser of the Matrix.

An additional tactic we have discussed using to reach our target audience is one that General Motors has employed in its Saturn division. Toyota will bring the point of purchase to the customer through on-campus “satellite showrooms” at colleges within the market region. A Toyota Tundra pickup will tow a trailer bearing a mobile showroom, complete with Matrix to the select colleges. Evaluation at these sites will be the same as at the brick-and-mortar dealerships, with the exception of the salesperson using a laptop computer and noting this unique sales location on the electronic form.

The main thing that Toyota salespeople within our target region need to be aware of is capturing as much data as possible about prospects that come in looking at the Matrix. Data will need to be accurately submitted via the proper form on Toyota’s Intranet. The beauty of using sophisticated software in this evaluation will be its ability to provide real-time analysis of data that are being input. Variables can be built into the software, allowing the evaluators to further analyze specifics about Matrix customers. This allows us to move forward into the next part of the evaluation: post testing.

Post Testing

Upon the completion of the “This is your story; This is your life; Bring life with you” campaign, the very same methods employed during the concurrent-testing phase will prove themselves to be even more valuable. The forms on Toyota’s Intranet will be closed and the final data will be analyzed. The analysis will provide answers to questions such as:

- What was the average age of prospective Matrix customers and actual Matrix customers (prospects vs. purchasers)?
- What was their gender?
- Was the prospect / customer a college student, and if so, where?
- How did on-campus selling techniques work?
- How many customers were lured in by our campaign’s ads?
- What other reasons did customers give for coming in to look at / purchase a Matrix?

This can provide insight to base future campaigns on.

Of course, the effect on sales will be closely observed as well in determining the effectiveness of this campaign.

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