



# Toyota Matrix

This Is Your Story. This Is Your  
Life.

Bring Life With You.

# 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.

# Consumer Analysis

- **Age:** 20 – 30 year old college students
- **Demographics:** Males and Females
- **Psychographics:** Active lifestyle
- **Insight:** Based on both primary and secondary research, it was discovered that most active students want a practical vehicle that still has enough room to transport all of their belongings.

# Target Market

- 20-30 year-old college students
- Active lifestyle
- Primary research:  
Survey to approximately 90  
students at local college  
campus



# Market Analysis

- The Matrix is a Cross Over Utility Vehicle
  - CUV for short
  - A unique product when introduced by Toyota
- Since it's 2003 introduction, the Matrix has had to deal with increased crowding in the marketplace from competitors.



# Competitive Analysis

## Chrysler PT Cruiser



## Chevrolet HHR

Significant because GM is predicted to soon lose its #1 Automaker Worldwide status to Toyota



## Subaru Outback Wagon

More features, more luxury, and much higher price than Matrix, but still possible competition



# Competitive Analysis

## Kia Rondo

A new offering from Kia that the Korean automaker is dubbing as a “CUV”



## Suzuki Aerio



## Ford Focus



## Mazda 3

Copyright © 2004  
Ford Motor Company. All rights reserved.

## “In house” Competition

- Toyota produces the Pontiac Vibe for GM, but underneath the subtle sheet-metal differences, it is a twin to the Matrix
- Toyota’s Scion division
  - xA and xB are compact, efficient, affordable vehicles targeted to our audience.
  - Smaller and significantly less powerful than the Matrix



# SWOT Analysis / Brand Audit

## Strengths

- Strong Toyota brand equity
- Reputation for reliability, economy, and efficiency
- Brand equity of Toyota transfers over to the Matrix in a “halo effect”
- Matrix has a USP: stands taller than other cars, giving it an SUV-likeness with all the practical benefits of being a car

## Weaknesses

- Product recalls have possibly hurt Toyota’s credibility slightly
- Secondary research revealed two common consumer complaints about the Matrix: lack of horsepower and cheap interior quality
- Crash test results for the Matrix have not been the greatest

## Opportunities

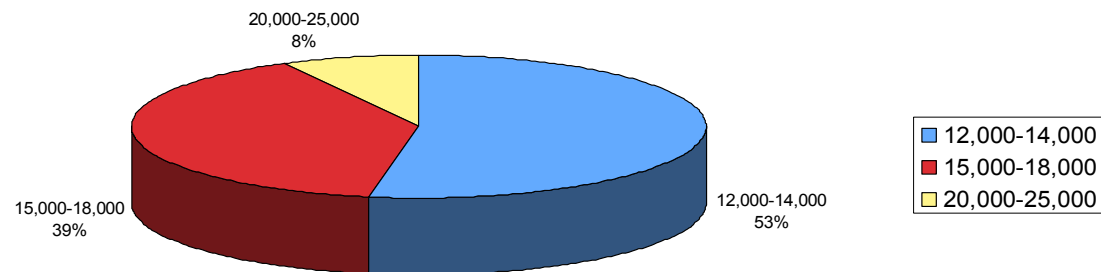
- High fuel prices – Matrix gives many SUV benefits with car-like fuel economy ratings
- Toyota Prius – this icon “green” car creates a “green” image for the Toyota brand in general
- Vehicle customization – college-aged students love to customize and “pimp” their rides; the Matrix is a very customizable vehicle

## Threats

- Japanese heritage – many Americans feel buying foreign is unpatriotic
- Overtaking GM – many Americans see this as a “bully-effect” by Toyota in the marketplace
- Blurring in the market – more competition, more cars that can be called “CUVs.” There is a loss of distinction in this segment of the auto market.

# Survey Says...

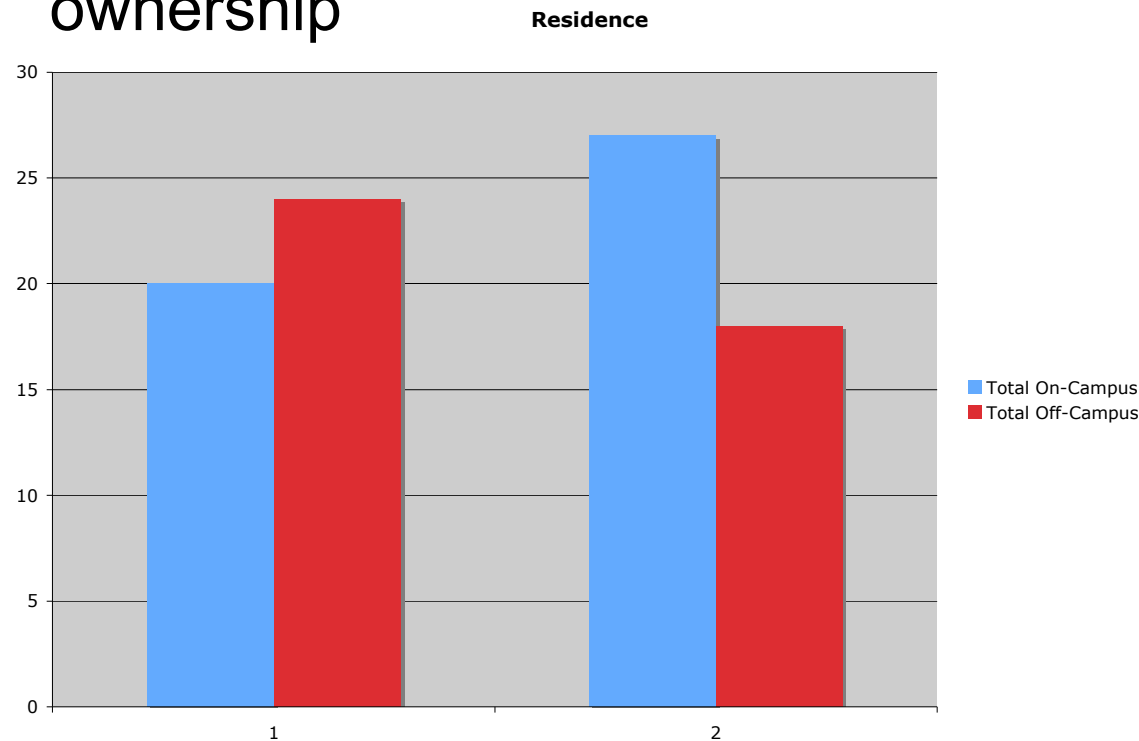
## Preferred Cost



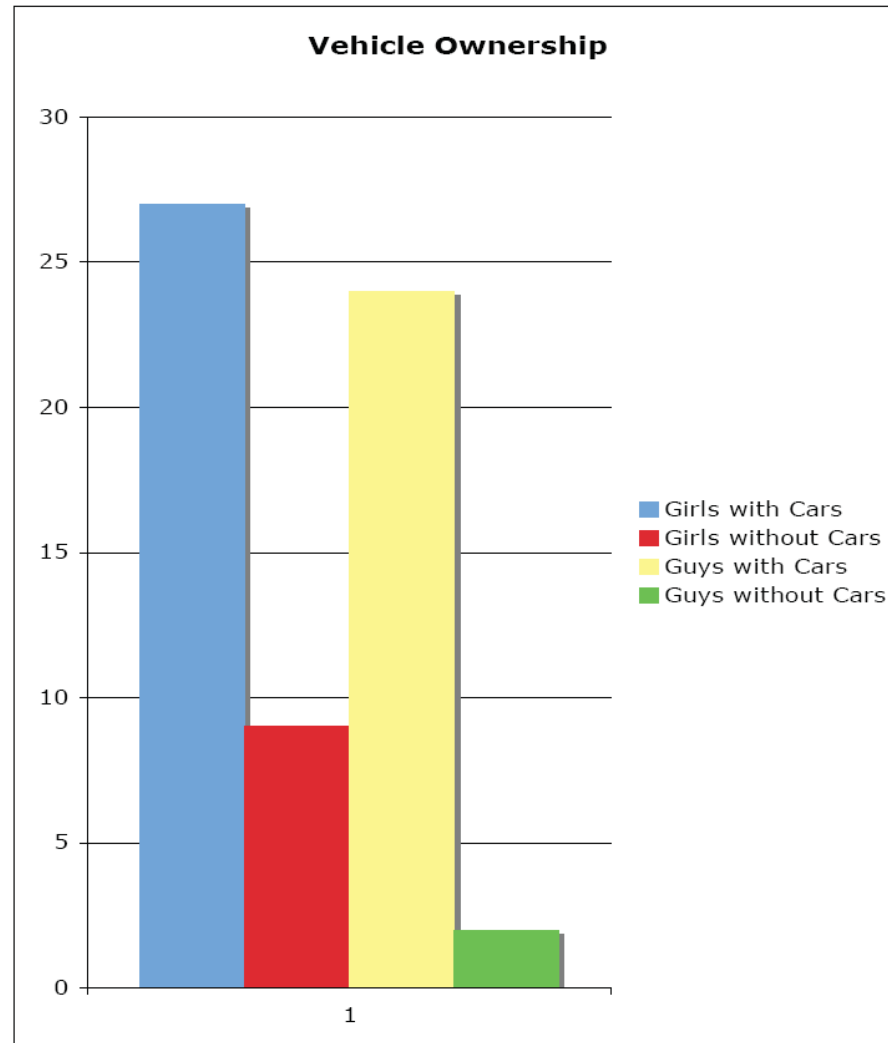
Approximately 36% of students surveyed would like a new vehicle to cost approximately \$15,000 - \$18,000; Matrix's price range.

# Survey Says...

- At our survey site, we found 20% of females and 30% of males reside on campus
- 27% of females surveyed lived off campus and 20% of males lived off campus as well
- On campus students had lower rates of vehicle ownership



- Based on survey data, the highest number of vehicle owners were females

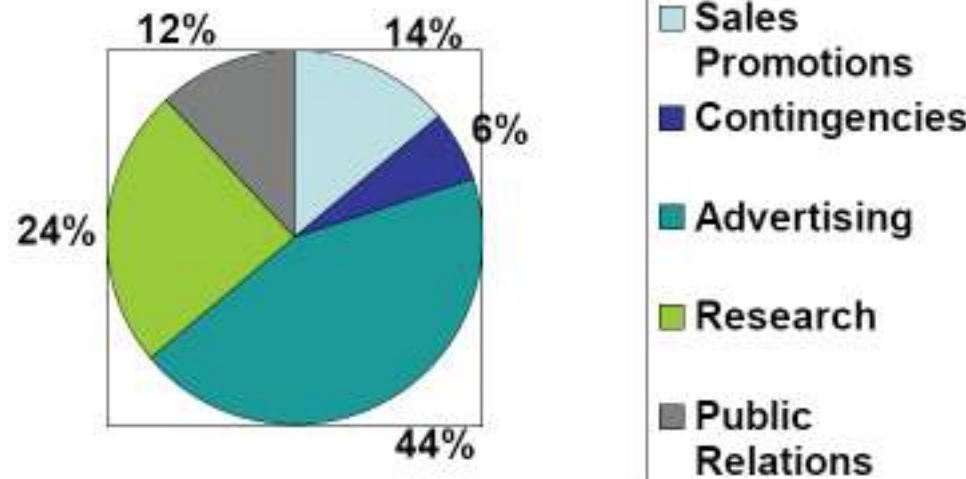


# Budget

- Components
  - Traditional and non-traditional advertising
  - Contingencies
  - Sales promotions
  - Public relations
  - Research
  - General advertising

# Budget Breakdown

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%



# Creative and Media Strategy

## Objectives

**“This Is Your Story. This Is Your life...Bring Life With You.”**

**encore inc.**

- **encore inc.** 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.
- Establish positive mental position in the minds of the target regarding the Matrix
- Create awareness of the Matrix as a practically-minded vehicle

# Creative and Media Strategy

## Strategy

“Bring life with you...”

Show college students in every day situations showing how their Matrix fits their active lifestyle





# Media

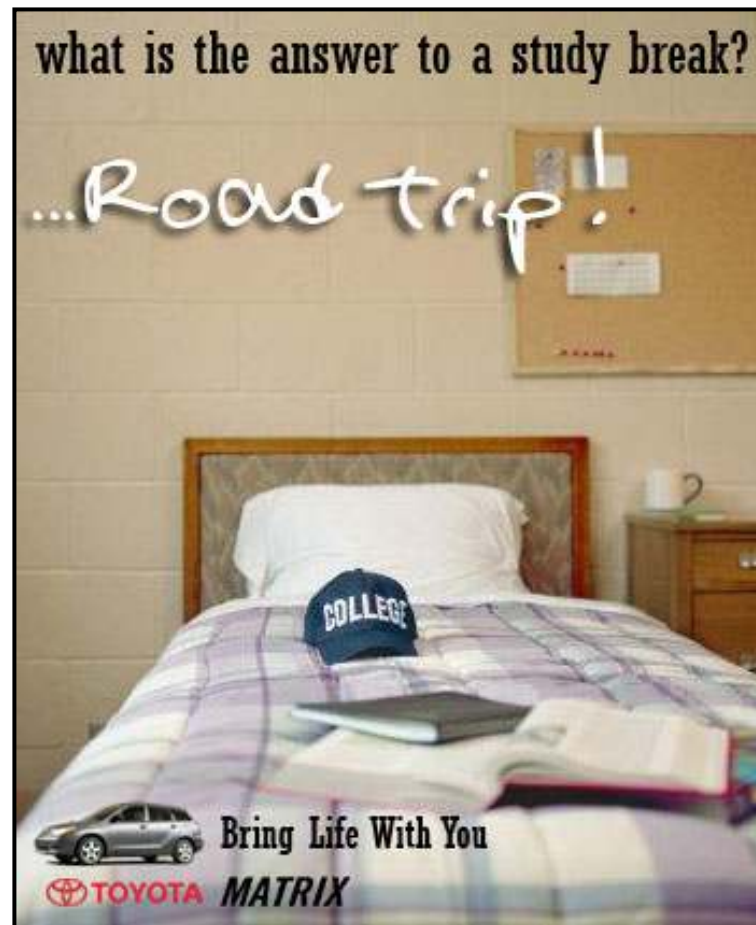
- Primary research / Pre-testing:
  - Focus group to determine what types of ads will best grab the target's attention
    - Don't respond well to every day, routine ads
    - Want interactivity in advertising (i.e. games, etc)

# Media Classes

- Newspapers
- TV commercials
- Magazines
- Billboards
- Internet

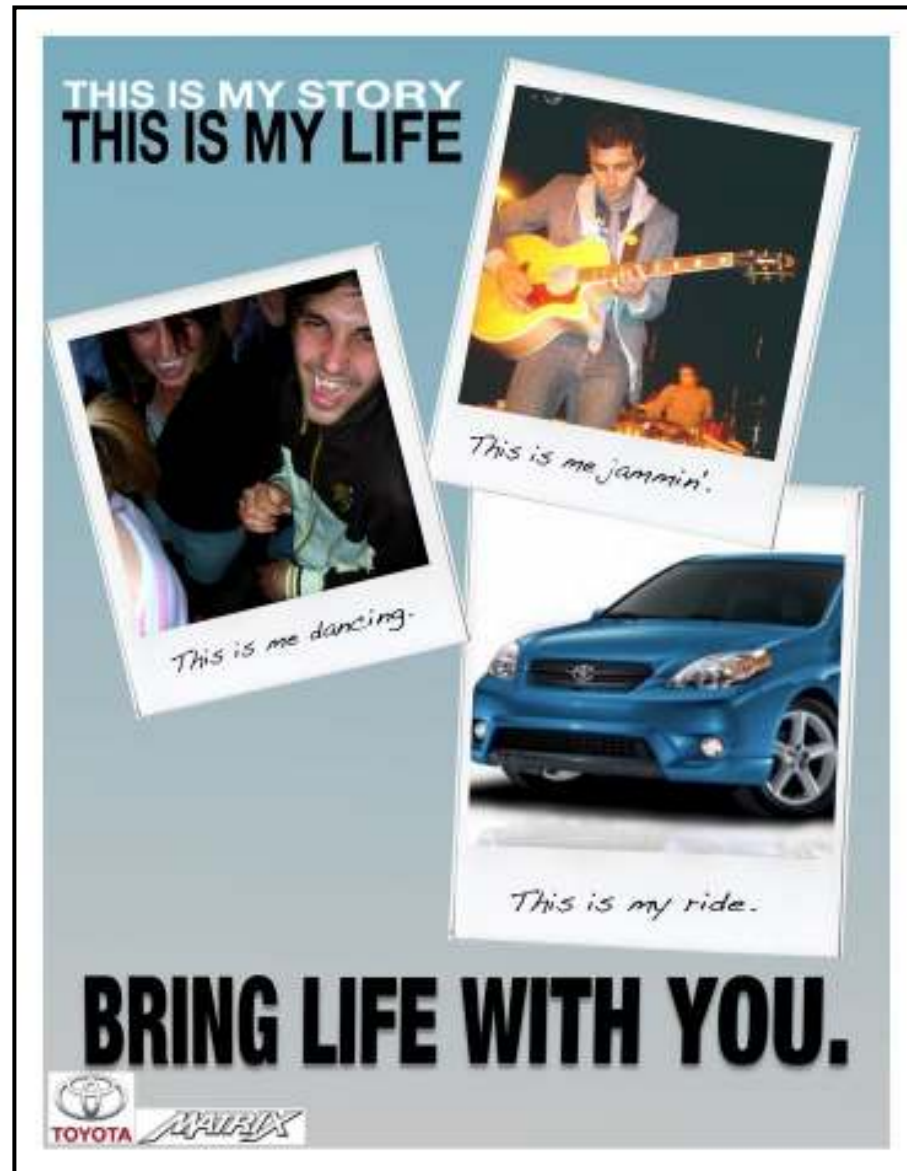


# Newspaper




# Television Commercial

# Magazines



# Magazines

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


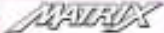


*This is me on the beach.*

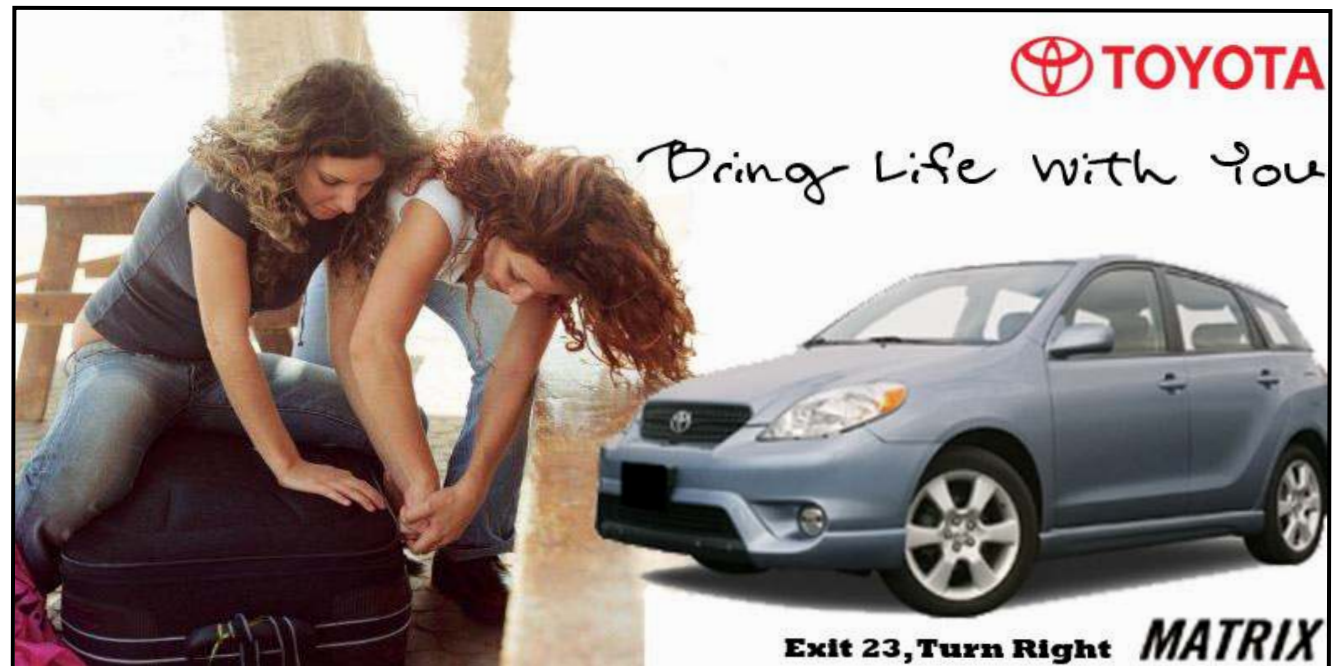
*These are my girls.*

*This is my ride.*

**BRING LIFE WITH YOU.**

 **TOYOTA** 

# Billboards



# Sales Promotions

- **Contest** to win a new Matrix
- Limited-number of \$2,000 rebates
- Limited-time offer of \$1,000-off coupons



# Evaluation

- Pre-Testing
  - Previously-mentioned focus group
    - Also determined that color red is seen as cliché in automotive advertising
- Concurrent Testing
  - Extensive monitoring of Matrix customer's ages, demographics, etc thorough a Point-of-Sale (dealership) survey conducted through Toyota's Intranet
  - Sophisticated software will allow for complex, real-time analysis of data collected
- Post-Testing
  - Analysis of age, gender, and other demographics of Matrix prospects vs. Matrix purchasers
  - Analysis of reasons given for Matrix interest
  - Of course, sales figures will also be heavily considered