

> Supplementary Project Audit

**Jared Hamaguchi**

# Saatchi & Saatchi

Toyota Brand Launch: “Moving Forward” (2004)

## ROLE:

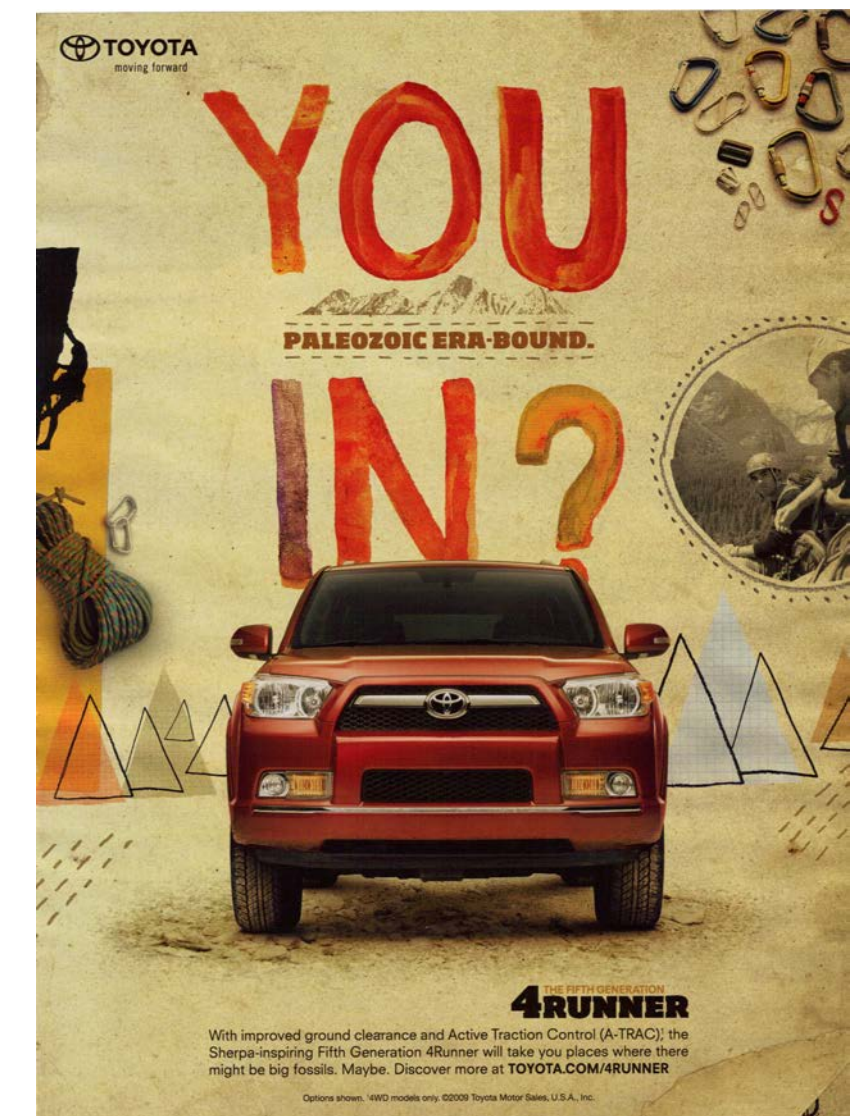
- Art Director — Concept Development

## BRIEF:

- Brand Design, Tagline (Print/TV/Digital)

## RESULTS:

- By 2007, Toyota surpassed Ford to become the 2nd-largest automaker in the US
- US sales increased more than 60% between '04 - '07
- Market share: 12.9% (2004) to %16.3% (2007)
- BrandZ top 100 Most Valuable Global Brands ranked Toyota from #9 (2004) to #6 (2006)



MOVING FORWARD ►



moving forward ►



# Saatchi & Saatchi

Toyota Brand Launch: “Let’s Go Places” (2004)

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## ROLE:

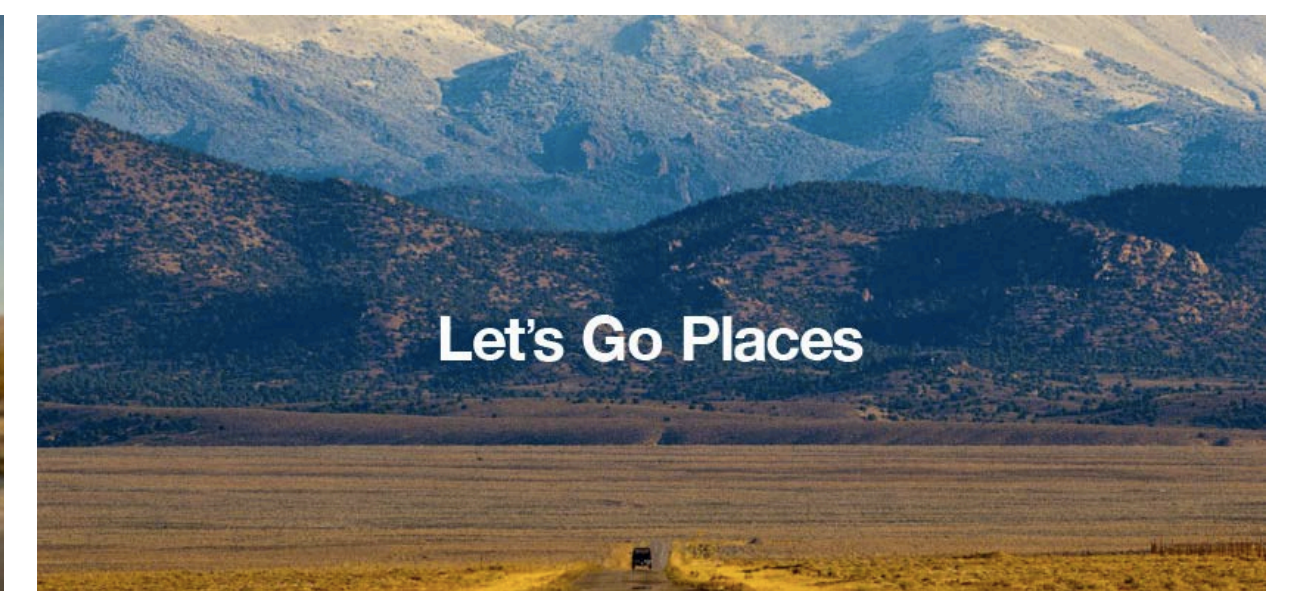
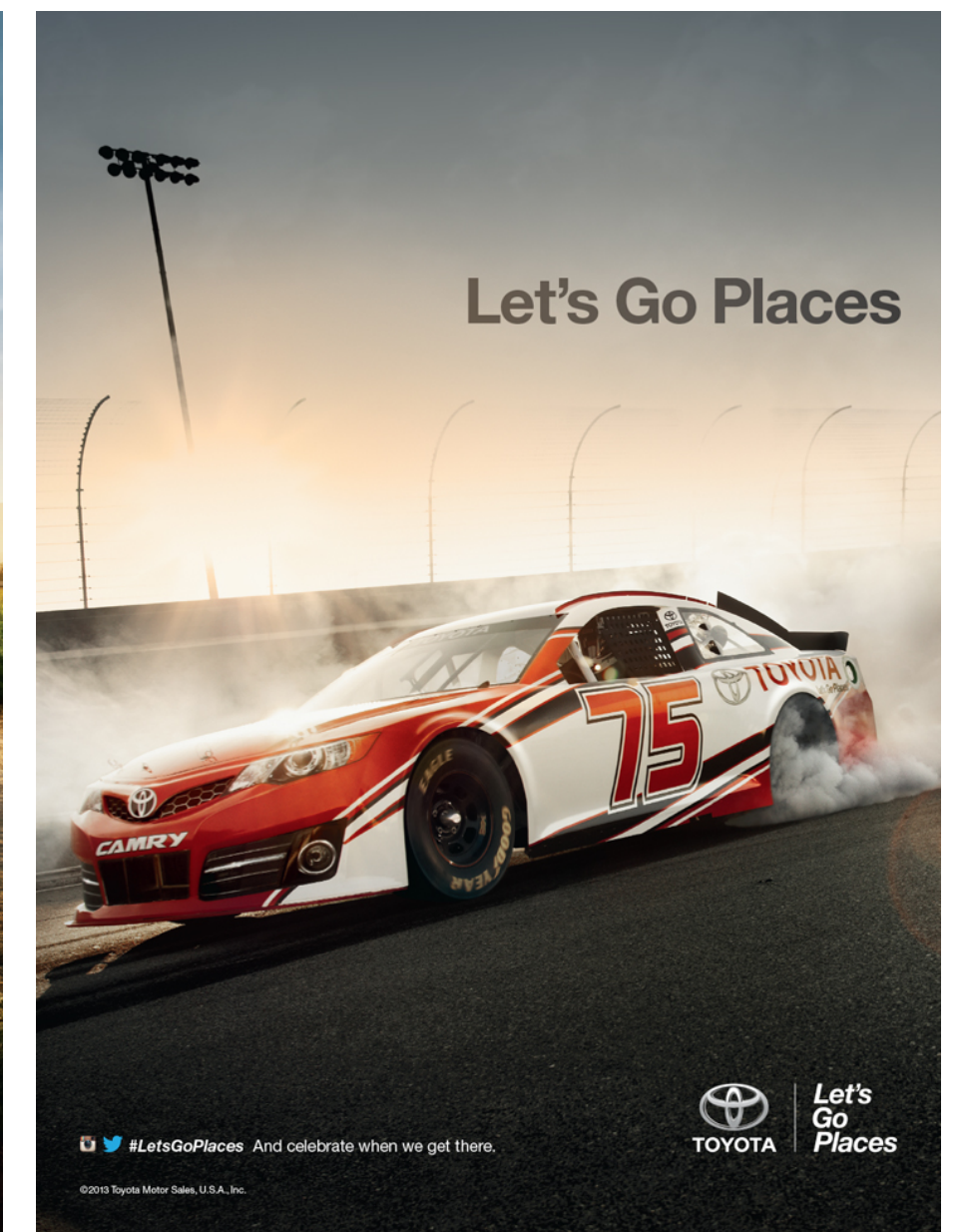
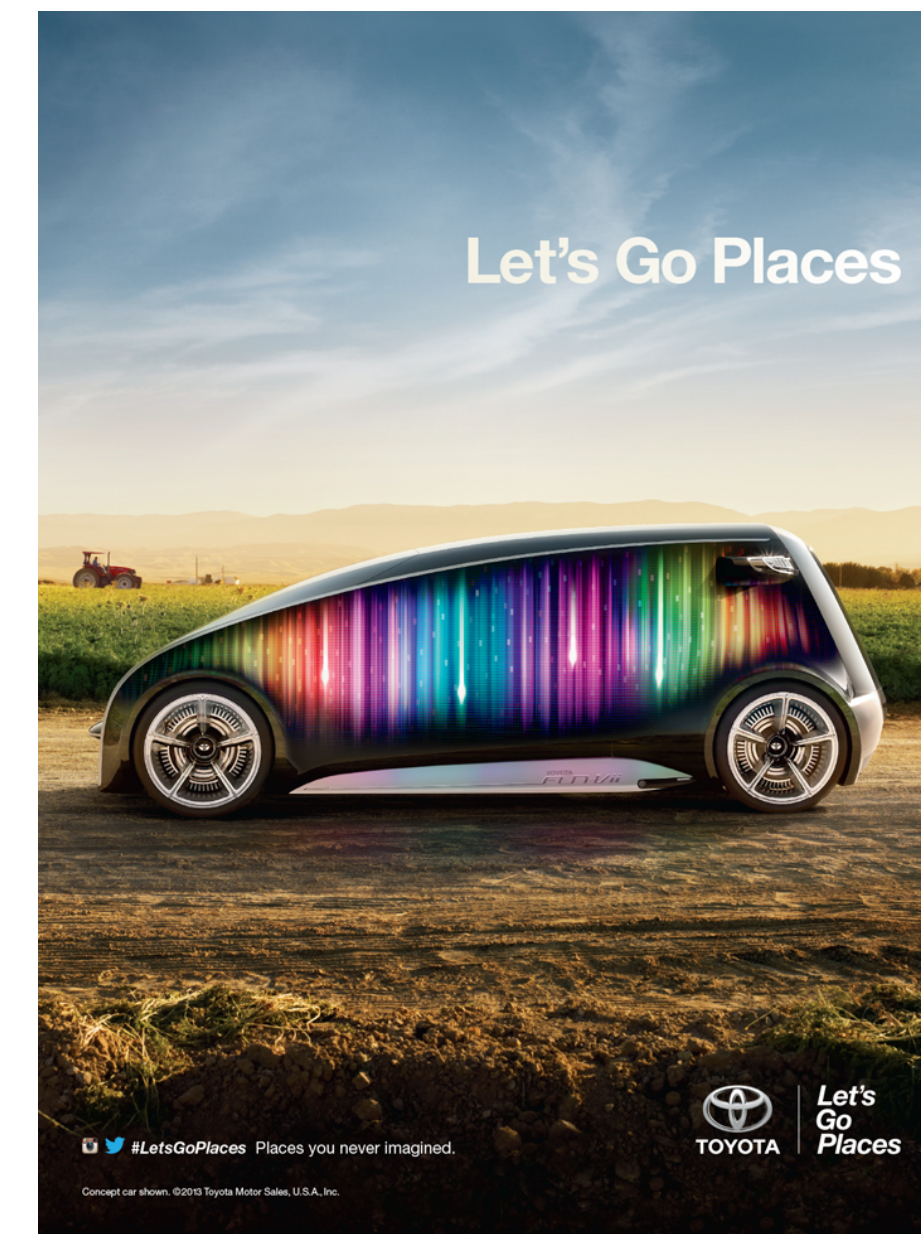
- Art Director — Concept Development

## BRIEF:

- Brand Design, Tagline (Print/TV/Digital)

## RESULTS:

- No Analytic Data Available





# Saatchi & Saatchi

## Toyota Tundra Launch (2007)

### ROLE:

- Art Director — Concept Development & Design

### BRIEF:

- Launch the new 1/2-ton Japanese pickup into a segment dominated by Ford, Chevrolet, and Dodge (Print/OOH)

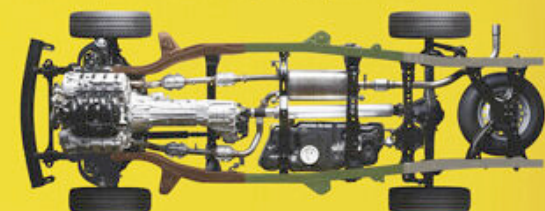
### RESULTS:

- No Analytic Data Available

## BIGGEST ADVANCE IN FRAME TECHNOLOGY SINCE BOLTS.



**INTRODUCING THE ALL-NEW FULL-SIZE TUNDRA.** It would've been simple to give Tundra a fully boxed frame from stern to stern. That's the way some 10-tons do it. But Tundra isn't other trucks. It was engineered from a clean sheet of paper, with no ties to tradition. The result is the new TripleTech™ frame. It uses three types of design, materials and construction to create an optimal combination of strength, ride quality and durability.



**The end, the on.** The rear section of Tundra's TripleTech™ frame is telescopic, so the leaf springs are far out—

the front moves further out than the rear. The result: superior lateral stability, especially when cornering or towing.



**Three sections, one durable truck.** Look at the cross sections of the frame and you'll see how each is designed for a different purpose. One thing they share: the strength and design to help ensure Tundra's available 6.3L V8 is capable of towing up to 10,000 lbs.\*

**TRIPLETECH™ FRAME.** A frame has three jobs: carry the weight of the components, deliver a smooth ride, and haul or tow cargo. Do all three without compromise? That's where this frame excels, thanks to its unique design: Fully Boxed front, a Reinforced C-channel under the cab and an Open C under the bed. It's not the simplest way to build a frame. Just smarter. Find out more at [toyota.com](http://toyota.com)

**THE TRUCK THAT'S CHANGING IT ALL.**



## HEAT'S A TROUBLEMAKER. HERE'S THE BOUNCER.

**THE 2010 FULL-SIZE TUNDRA.** When you're towing 10,000 lbs up an incline that seems to go for days, that's when you find out what makes a truck sweat. The drivetrain on the available 5.7L V8 Tundra was engineered to get rid of excess heat with an aluminum transmission, a big ol' transmission cooler and a dedicated engine oil cooler for those times when you push the limits. Find out more at [toyota.com/tundra](http://toyota.com/tundra)



**Sleep grade ahead? No big deal.** The Tundra transmission was designed to shed the heat that builds up during intense work. It's light, compact and cooled in aluminum to save weight where it matters most. The 6-speed automatic has a cooler for first gear for better acceleration and high gears for efficiency when cruising. This is the transmission you want when it's 115 degrees outside, you're pushing 55 mph and you're not getting out of your seat.

**HEAT-RESISTANT.** Tundra won't call it quits, no matter how hot conditions get. Every part of its 6-speed automatic transmission was designed to be compact, lightweight and efficient to keep you focused on your job, not the heat.



**Dedicated transmission cooler.** Turns all full-size trucks have a radiator to cool their transmission, but the Tundra's is big and up front, for the coolest air possible. It's made from lightweight materials and is dedicated just to the transmission for one reason: to help protect the most vulnerable part of your drivetrain.



**Swish swish power.** 13.9 inch rotors up front that makes a lot of Tundra owners (who dig on a half-ton with all that surface area, load is more spread out to avoid brake fade. Each of these huge rotors is also vented to help keep cool when you're slowing a heavy payload or trailer.



**Oil check.** Tundra's engine oil cooler is an important safety for when things get really hot. It circulates engine coolant around the oil filter and to help remove the heat that can mean the end for other trucks.

**THE TRUCK THAT'S CHANGING IT ALL.**



2010 6.2L Diesel. Can tow up to 10,000 lbs. \*V8, 5.7L, 6.3L, 6.7L, 6.8L, 7.3L, 7.9L, 8.4L, 9.0L, 9.4L, 10.0L, 10.6L, 12.0L, 12.8L, 13.6L, 14.9L, 16.0L, 16.9L, 18.0L, 18.7L, 19.0L, 19.9L, 20.0L, 20.9L, 21.0L, 21.9L, 22.0L, 22.9L, 23.0L, 23.9L, 24.0L, 24.9L, 25.0L, 25.9L, 26.0L, 26.9L, 27.0L, 27.9L, 28.0L, 28.9L, 29.0L, 29.9L, 30.0L, 30.9L, 31.0L, 31.9L, 32.0L, 32.9L, 33.0L, 33.9L, 34.0L, 34.9L, 35.0L, 35.9L, 36.0L, 36.9L, 37.0L, 37.9L, 38.0L, 38.9L, 39.0L, 39.9L, 40.0L, 40.9L, 41.0L, 41.9L, 42.0L, 42.9L, 43.0L, 43.9L, 44.0L, 44.9L, 45.0L, 45.9L, 46.0L, 46.9L, 47.0L, 47.9L, 48.0L, 48.9L, 49.0L, 49.9L, 50.0L, 50.9L, 51.0L, 51.9L, 52.0L, 52.9L, 53.0L, 53.9L, 54.0L, 54.9L, 55.0L, 55.9L, 56.0L, 56.9L, 57.0L, 57.9L, 58.0L, 58.9L, 59.0L, 59.9L, 60.0L, 60.9L, 61.0L, 61.9L, 62.0L, 62.9L, 63.0L, 63.9L, 64.0L, 64.9L, 65.0L, 65.9L, 66.0L, 66.9L, 67.0L, 67.9L, 68.0L, 68.9L, 69.0L, 69.9L, 70.0L, 70.9L, 71.0L, 71.9L, 72.0L, 72.9L, 73.0L, 73.9L, 74.0L, 74.9L, 75.0L, 75.9L, 76.0L, 76.9L, 77.0L, 77.9L, 78.0L, 78.9L, 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# Saatchi & Saatchi

Toyota Tundra Launch (2007)

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## ROLE:

- Art Director — Concept Development & Design

## BRIEF:

- Special packaging awareness
- Campaign support to drive traffic to online :15 spots

## RESULTS:

- No Analytic Data Available



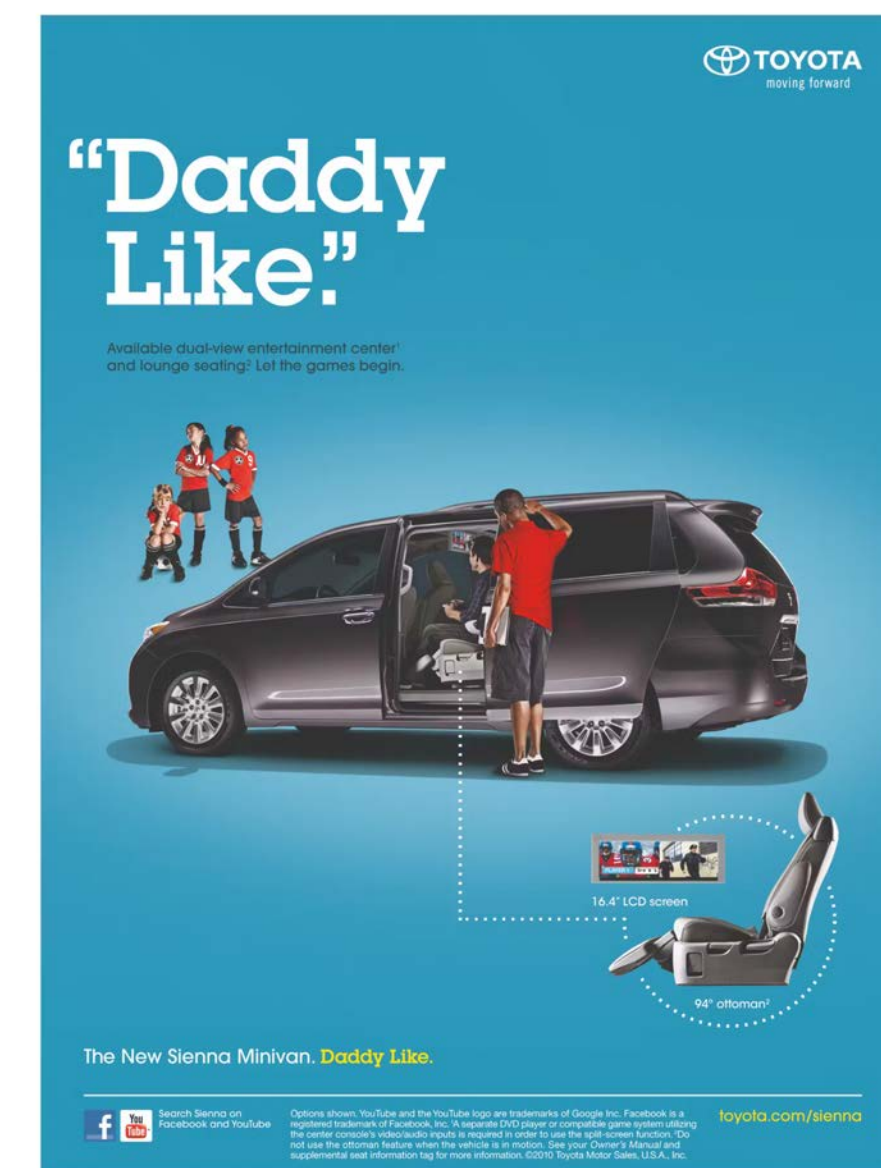


## Toyota Sienna Launch: “Swagger Wagon” (2010)

- Art Director

- Special Promotional, POS, Display, Brochures, & Asset Generation

- 17% increase in sales (120K+ vehicles)
- 2011 carry-over sales increased 5%
- (Viral campaign = 19+M YT views-AdAge)





# Saatchi & Saatchi

Toyota.com All Model Landing Page (2013)

## ROLE:

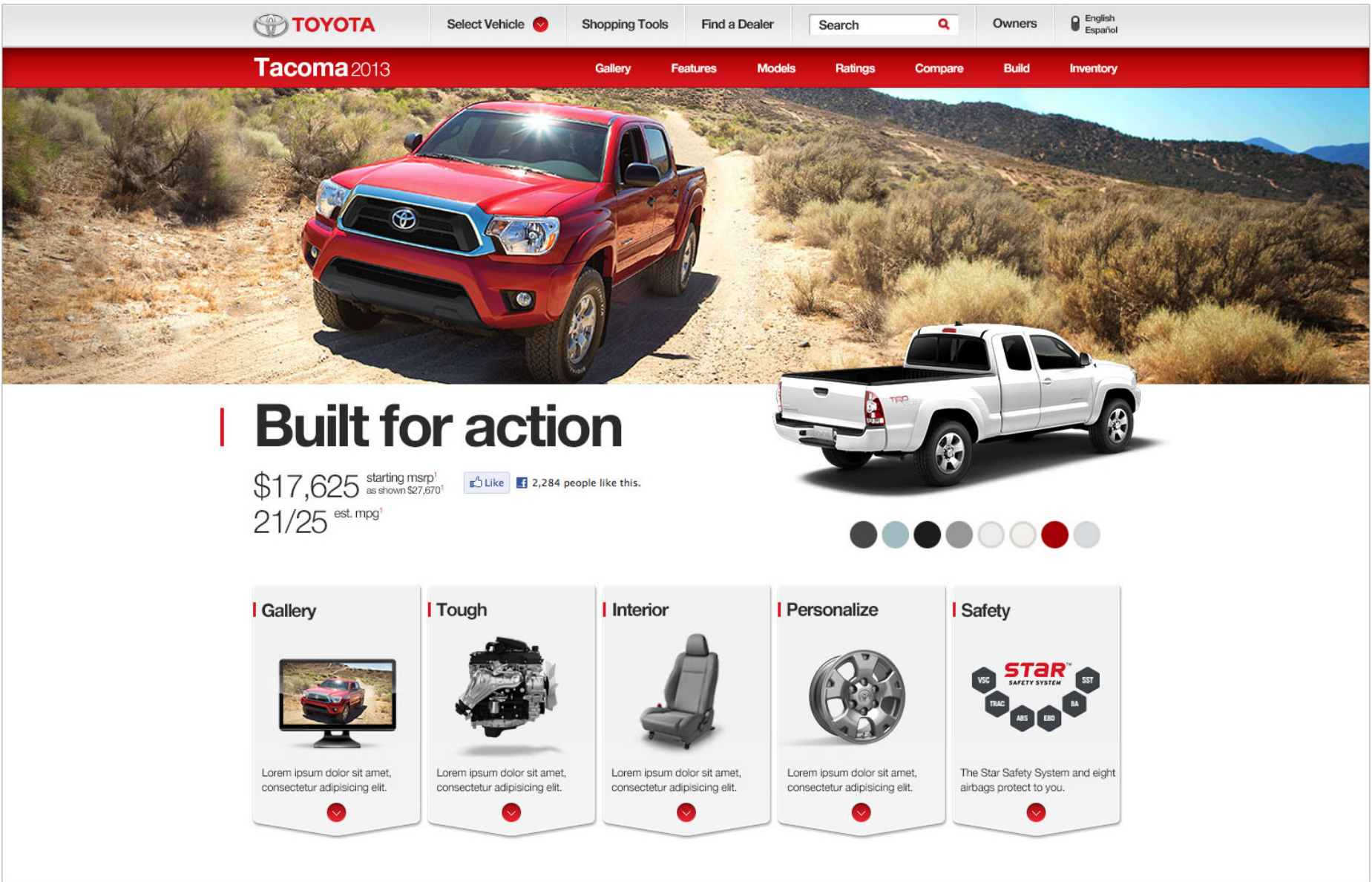
- Art Director

## BRIEF:

- Standardize Model Landing Pages

## RESULTS:

- Analytic Data Not Applicable





# Saatchi & Saatchi

Toyota Tacoma Brochure (2014)

ROLE:

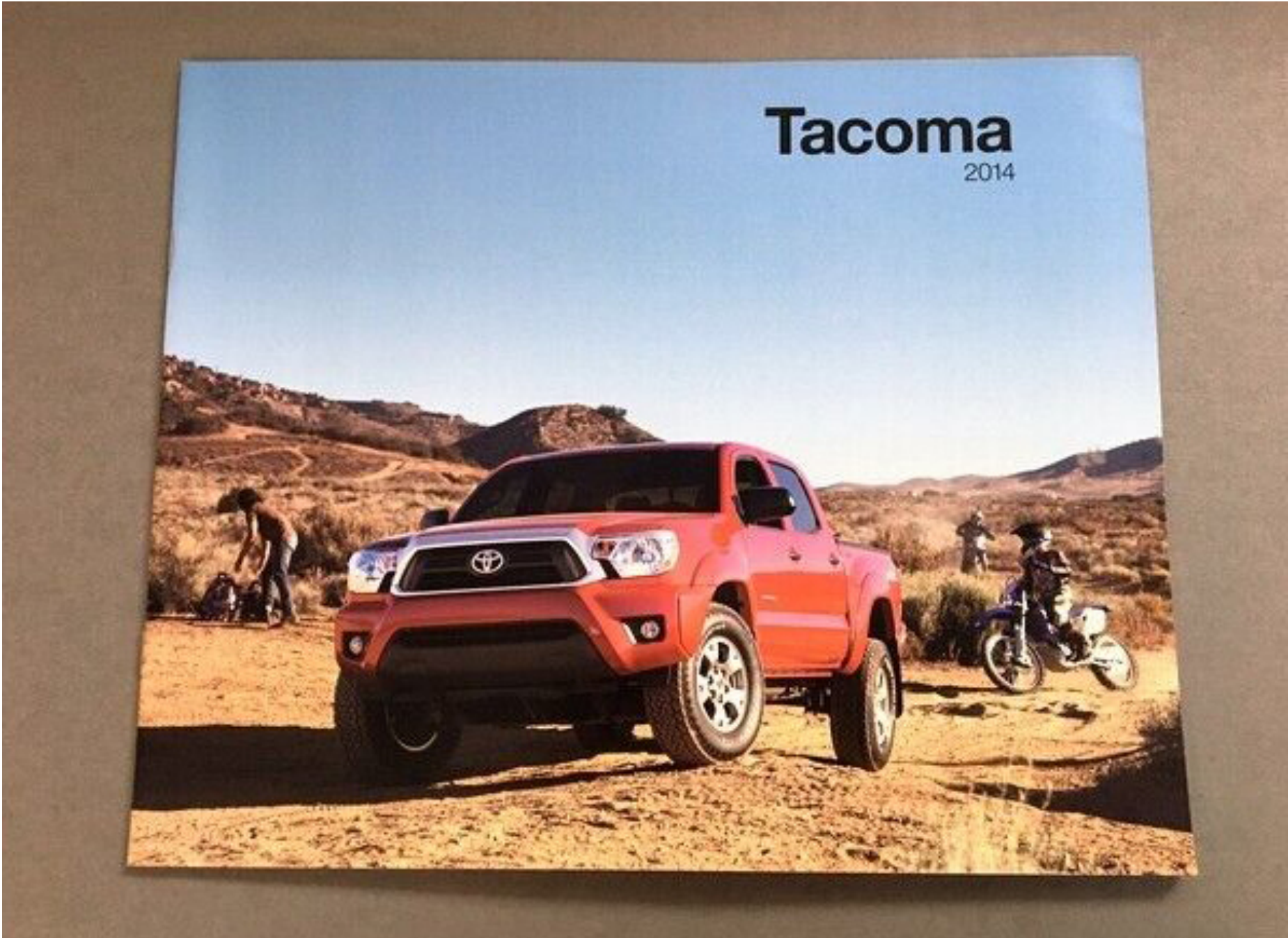
- Art Director

BRIEF:

- Print

RESULTS:

- Analytic Data Not Applicable





# Saatchi & Saatchi

toyota.com 3D Asset Generation & Animated Demos

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## ROLE:

- Art Director

## BRIEF:

- Develop 3D Exterior/Interior Animated Demos
  - Camry
  - Rav4
  - Corolla
  - Avalon
  - Highlander
  - 4Runner
  - Matrix
  - Yaris
  - Prius

## RESULTS:

- No Analytic Data Available





# Saatchi & Saatchi

toyota.com/owners Enterprise Digital Style Guide (2019)

**ROLE:**

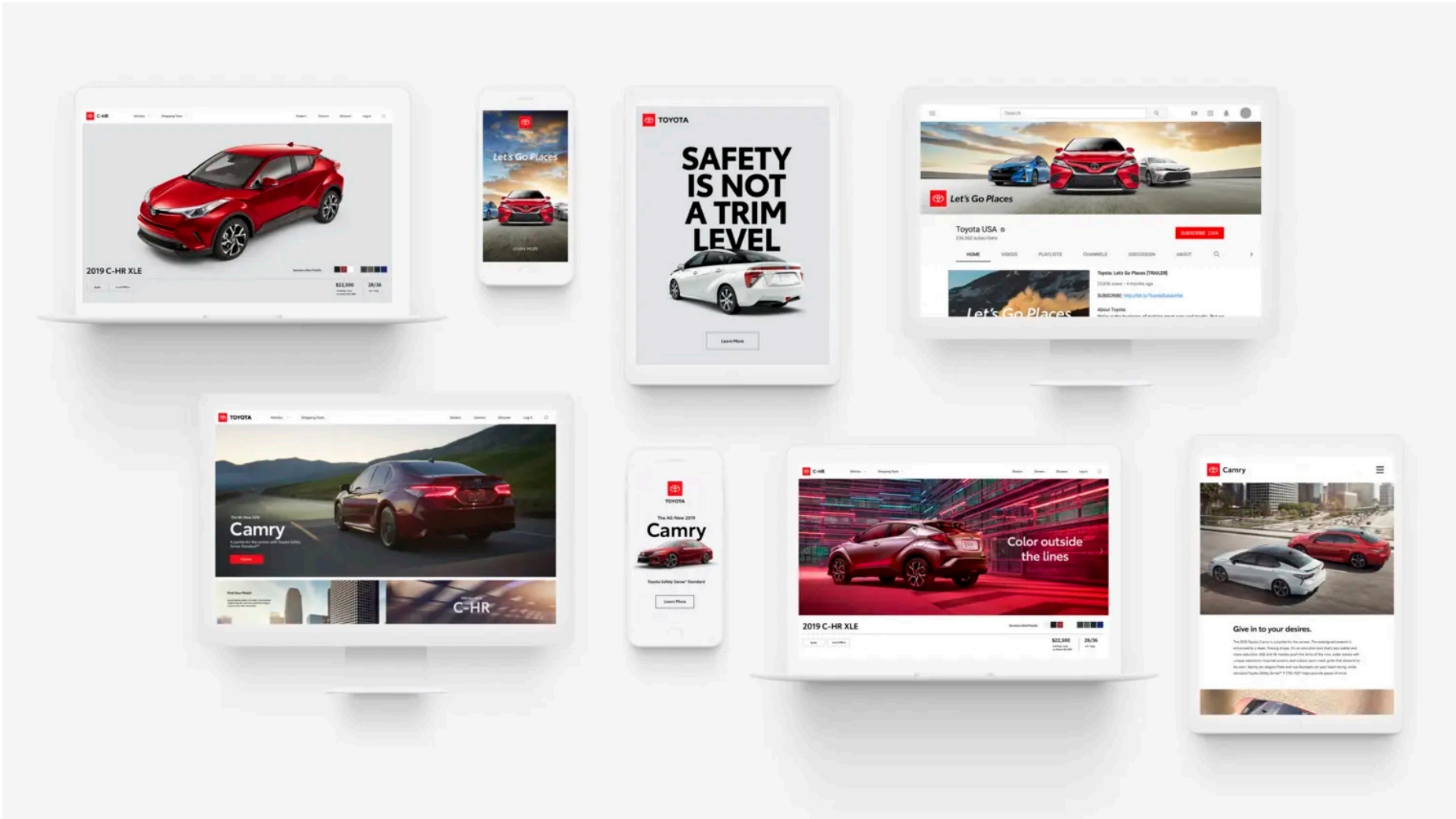
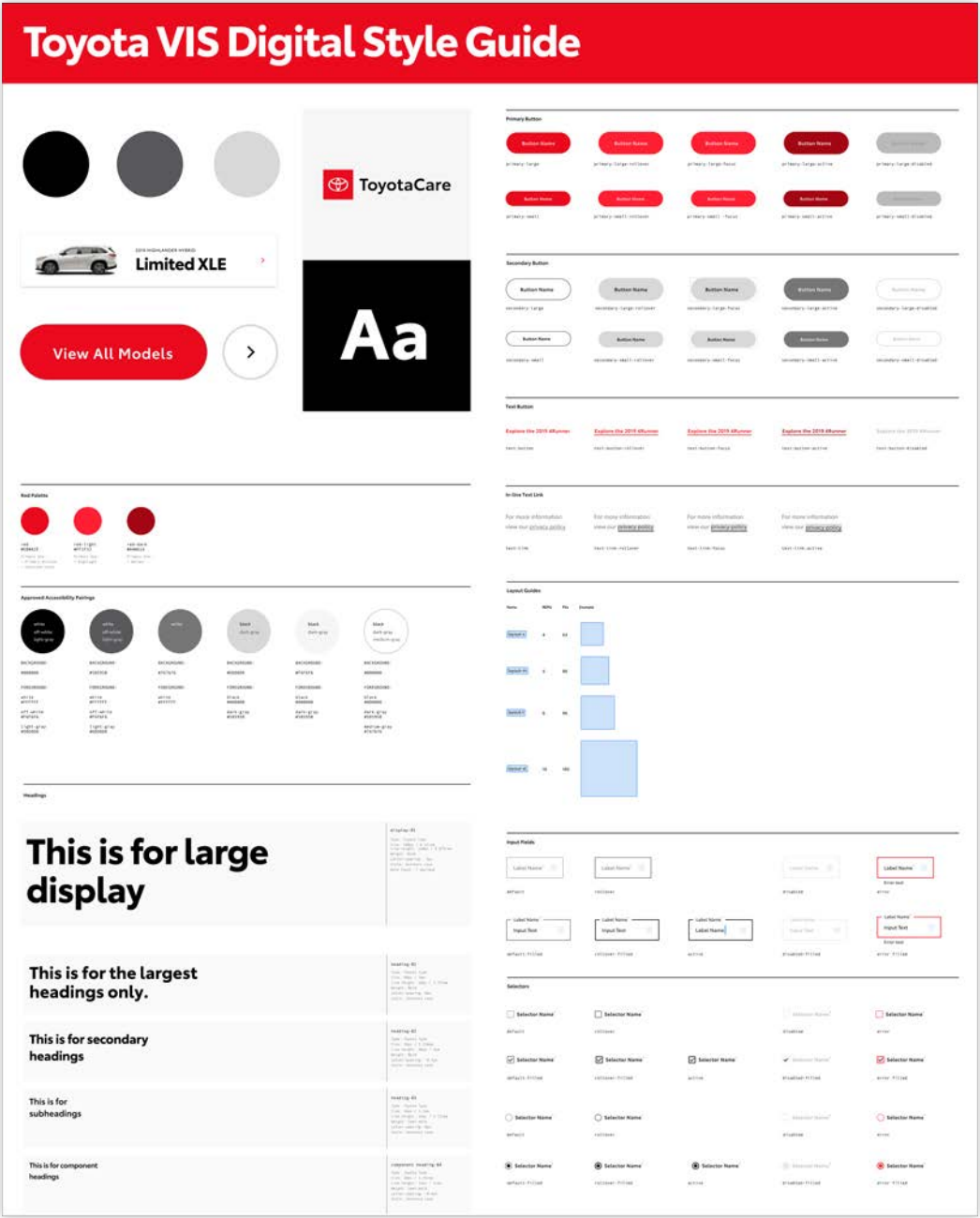
- Art Director

**BRIEF:**

- Design Digital Visual Identity Style Guide

**RESULTS:**

- Analytic Data Not Applicable





# Saatchi & Saatchi

toyota.com/owners Enterprise Digital Platform Redesign (2019)

## ROLE:

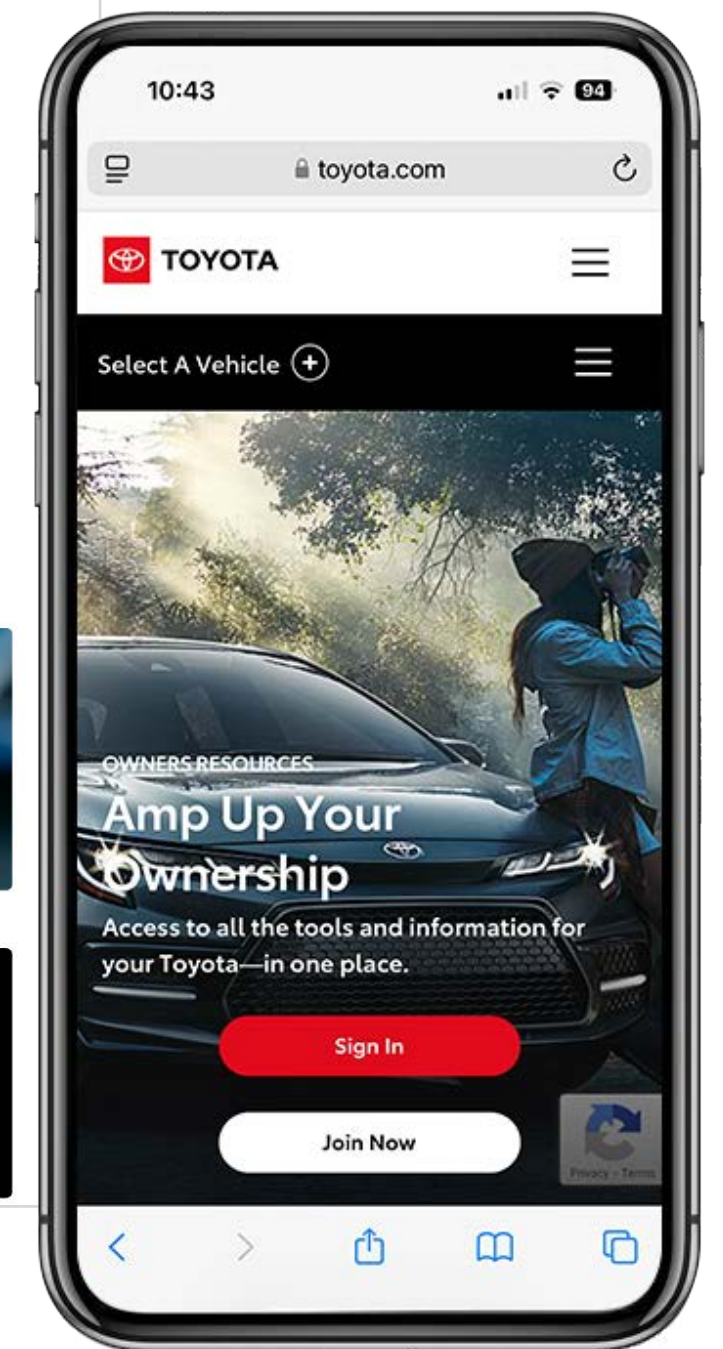
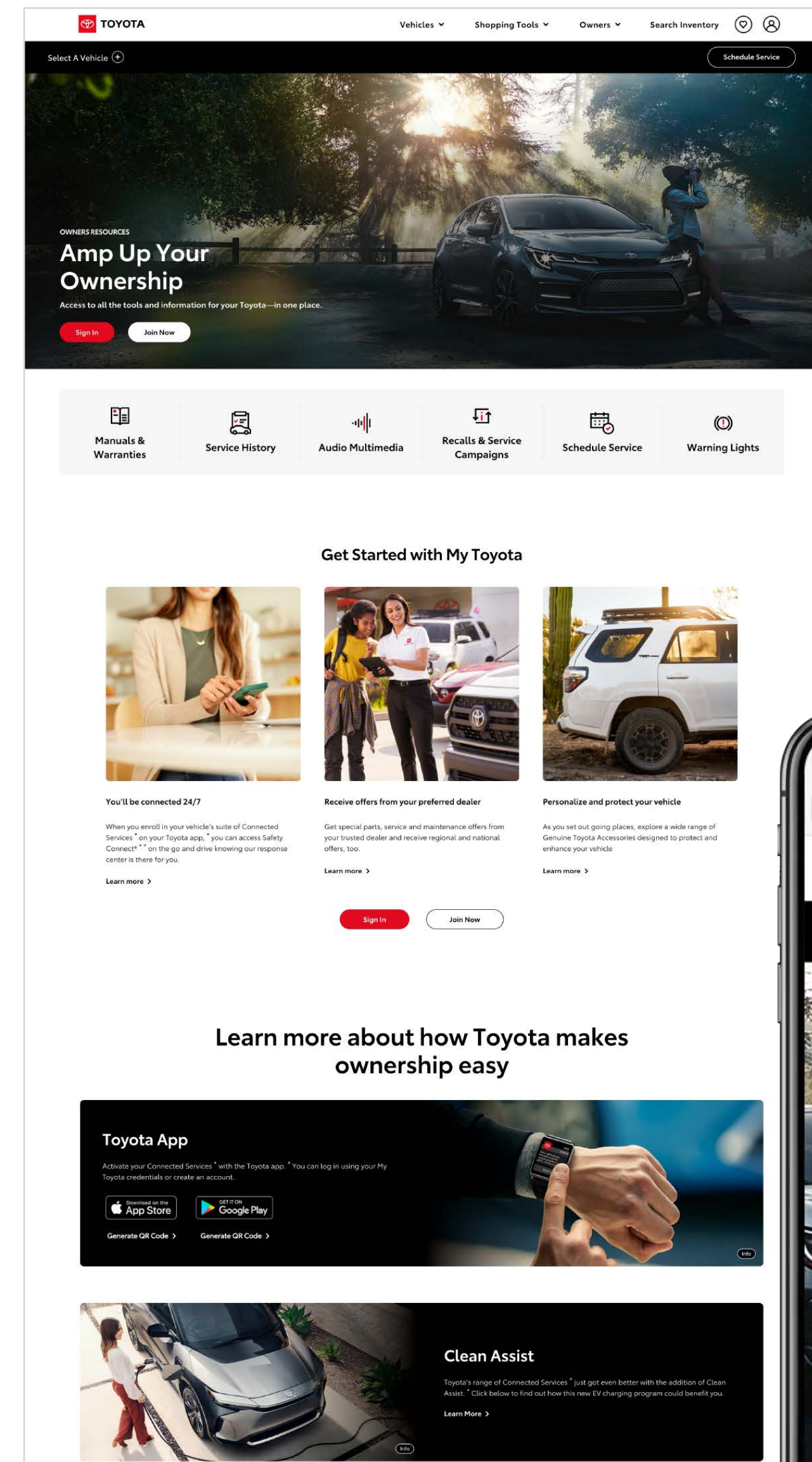
- Art Director

## BRIEF:

- Optimize Functionality
- Update Brand Design

## RESULTS:

- Increased monthly CTRs from 22% to 71%





# Saatchi & Saatchi

Toyota Additional Campaigns (2001-2020)

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## **| BRAND:**

- Get the Feeling (2001)
- Moving Forward (2004)
- Let's Go Places (2012)

## **| BROADCAST:**

- Retail Sales Event: Toyotathon
- Full-line
- Running Footage
- Tundra (2nd Gen)
- Camry
- Toyota Brand: Moving Forward, Let's Go Places
- Motorsports IRL

## **| DIGITAL:**

- In-market customized ad banners
- Toyota Owners Digital platform design & responsive optimizations
- 3D Animated demos
- Post-marketing email campaigns

## **| PRINT:**

- Tacoma
- Tundra
- RAV4
- Prius
- Corolla
- Camry
- 4Runner
- Highlander
- Sequoia
- Avalon
- Sienna
- Mirai
- Highlander
- Land Cruiser
- FJ Cruiser

## **| ENVIRONMENTAL:**

- National Auto Shows
- Dealerships
- Sports Arenas

## **| MOTORSPORTS:**

- Inaugural Tundra NASCAR Launch & Team Introduction
- Inaugural Camry NASCAR Launch & Team Introduction
- Toyota Racing Development Indy Racing League
- Toyota Racing Development NHRA



# Great Inc.

## Oppo International Brand Style Guide (2022)

### ROLE:

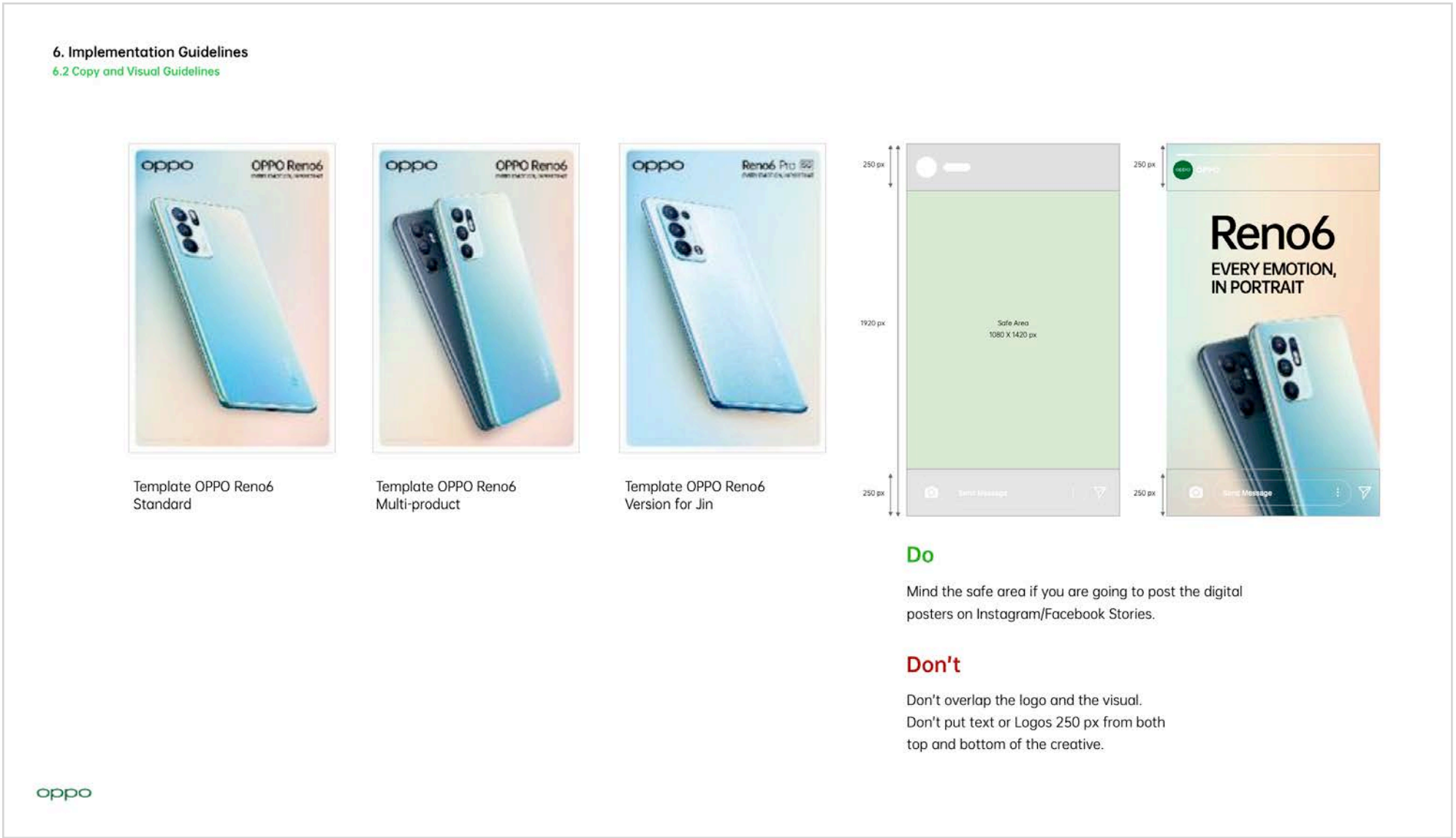
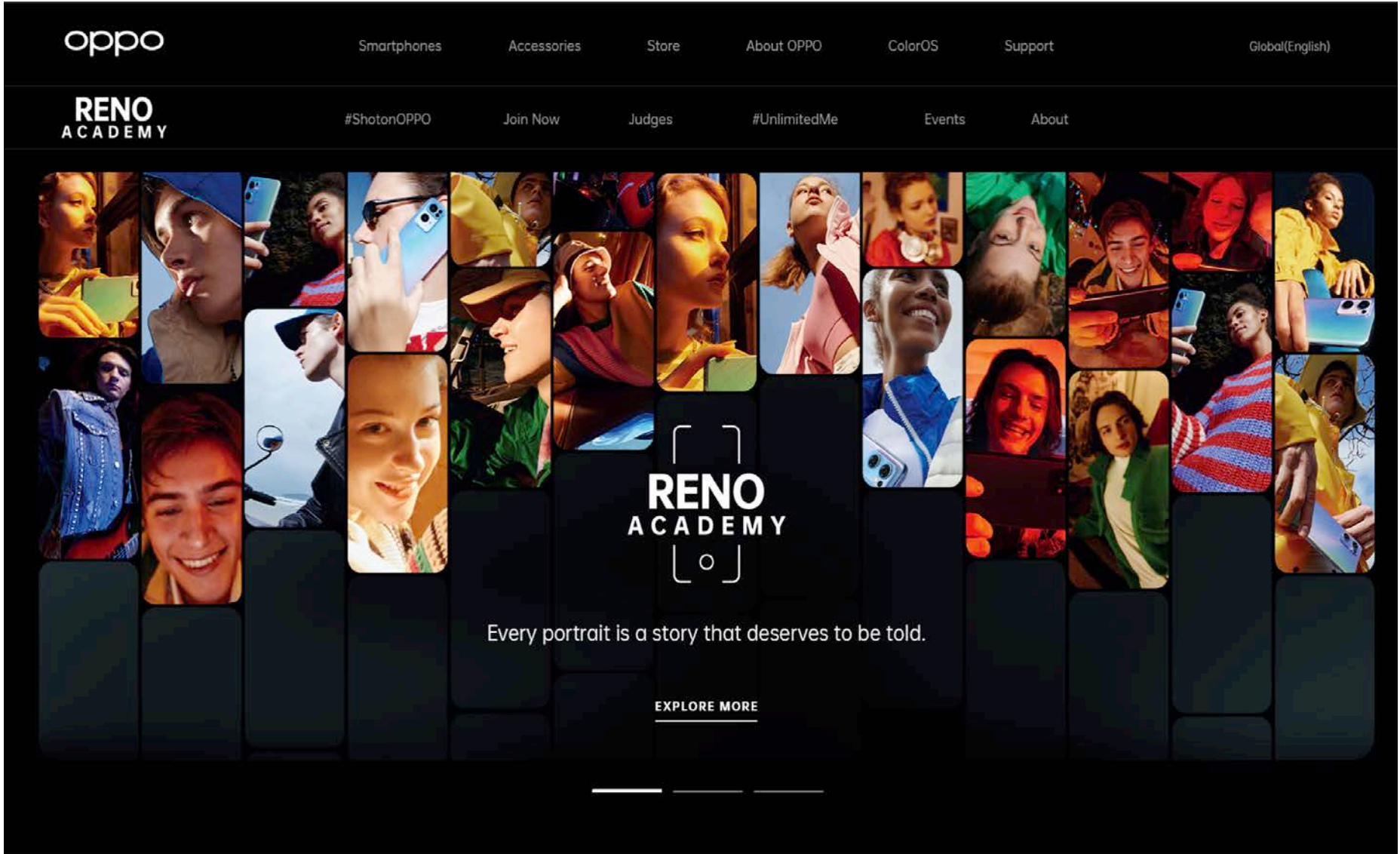
- Creative Director

### BRIEF:

- Develop International Marketing Guidelines

### RESULTS:

- Analytic Data Not Applicable





Thank You