

DRIVING AWARENESS AMONG THOSE WHO MATTER

MARKETING OBJECTIVE

Toyota wanted to **communicate the launch** of its brand new Aygo model and its redesigned Yaris **to the right audience** of active, modern, affluent and tech savvy consumers.

SOLUTION

A famous proverb says, "Tell me & I'll forget. Show me & I'll remember. Involve me & I'll understand."

MediaS and ThinkDigital decided to go for **Samsung Smart TV's Ad Hub**, which combines the lean back **branding opportunities of traditional TV** with the mechanics of **engagement** that are prominent in Digital.

Toyota became one of the first brands in SE Europe that took advantage of this innovative ad solution. And thanks to this campaign, the brand managed **to capture the attention of its target audience** and **build further awareness** for its Aygo and Yaris models.



RESULTS

VIDEO COMPLETION RATE

71.50%
TOYOTA AYGO

63.93%
TOYOTA YARIS

CLICK-THROUGH-RATE

0.586%
TOYOTA AYGO

0.585%
TOYOTA YARIS

THE QUOTE

“ We were looking for a way to bring together the best of the two worlds: TV and Digital. We aimed at measuring in detail what had been aired on a big screen and reaching the upper class audience in a non-intrusive way. With the impressive KPIs we did achieve, there is no doubt that Smart TV is a state-of-the-art pillar in today's media planning. ”

Alexander Grigorov,

Brand and Online Marketing Manager, Toyota Balkans Ltd.