

G. CREATIVE OBJECTIVES AND STRATEGIES

Our ever-changing culture has created a need for new kind of car. The CUV is the evolution of the SUV and sport wagon, providing functionality and handling. Because the CUV is such a new concept many have not yet assimilated themselves as the kind of person who would own a CUV. The target market is not aware of the functionality a CUV can provide to their unique lifestyle. The Matrix has had one year of pre-launch advertising to introduce this new car category, but has failed to highlight to type of people who would use the Matrix and how they would use it in their life.

Business Problem

Only 29% of sport wagon intenders are aware of the Matrix.

Business Objective

The objective of the campaign is to increase awareness among the sport wagon intenders by 5%.

Creative Objectives

1. Demonstrate the utility of the Matrix by showing specifically how it can be used in the target market's life.
2. Help the consumer get emotionally attached, by creating a culture for the Matrix. Show the kinds of lifestyles that fit the car.

As these creative objectives are met, the business objective will be met and the business problem solved.

Brand Insight- Unique features and utility make the Matrix.

The Toyota Matrix has the functionality of an SUV with the handling of a car. The unique styling does not always appeal to people at first, but the two-prong plug, sporty dash, and cargo space make the car more appealing as the consumer "gets to know" the Matrix. Some of the main attractions to the Matrix are the versatility of the interior, how useful it can be, and how well it molds into the buyer's life. The Toyota brand adds value because it stands for well-made, reliable cars.

Consumer Insight

The 20-30 year-olds who will buy the Matrix fit a psychographic profile, rather than a demographic one. They are in a transitional time and want to have fun, but also know it is time to grow up. These consumers are early adopters who believe CUV's are the car of the future and owning one will give them security for what will come next. The targeted consumer knows the car before they buy. They also view the CUV as a smart choice that will allow them to stay young and meet the responsibilities of adulthood.

Creative Positioning Statement- It's time to define the Matrix

Ads will define the Matrix, by positioning it as the personalized car that will meet its owner's needs. The Matrix is a versatile multifunctional car. The consumer is looking for a car that will give them the flexibility to fit their active lifestyle. The ads will show how the Matrix's functionality will perfectly complement the consumer's on-the-go lifestyle.

Creative Executions

Advertisements will show the Matrix performing unusual, but appealing tasks that other cars may not be able to perform. The ads will show the audience the utility of this vehicle and how the Matrix can adjust to the unique demands of the consumers' specific lifestyles. **The ads will also emphasize the utility of the car, with a special focus on the interior.** The plug, fold down seats, and the storage space will be the primary focus since they are unique to the Matrix.

As the advertisements show how the Matrix can be used, the target market will become emotionally involved with the car because they will envision how they can use it in their lives. The target market will relate with the people, activities, and culture portrayed in the ads. The emotional involvement will coincide with Toyota's "Get the Feeling" slogan, featured in each ad.

The advertisements will present a culture that is real, but ideal. When showing people, the ads will show a diverse group of people ages 22-29. The ads will use symbols and settings that are closely associated with this age group.

Exploring the various functions of the Matrix will help the audience realize that leading a responsible life does not mean giving up youthful activities or gratification.


