

## EXECUTIVE SUMMARY

With the introduction of the MATRIX, Toyota has been one of the first car companies to enter into the new crossover-utility vehicle category. Almost every major car company is now producing these car-SUV hybrids. Competition and opportunity await as the popularity of this car category increases.

The MATRIX was targeted to the youthful 18-34 year-old market, though the sales data indicates that the market has not responded as well as hoped. An older demographic has been buying the car, potentially taking away from other Toyota model sales.

The current MATRIX campaign has not told the 18-34 year-old market who should drive the car and what they should do with it. These features, combined with the MATRIX being in a new car category, has resulted in the target market being missed.

Those who have purchased the MATRIX have had positive reactions. They love the versatility and see the car as being made just for them. This campaign will allow the target market to see the MATRIX through the eyes of those recent buyers.

The time has come for Toyota to define the MATRIX. The previous slogans, "What is it?" and "It's something else" have brought awareness to the MATRIX, but now is the time to bring a definition and a culture to this car.

Definition Advertising will do just that. The creative strategy, media plan, and promotional strategy are all integrated and pointed to show this young market the MATRIX is for them and that it fits perfectly into their lifestyle.

**MATRIX**